

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CXXXIX, No. 10

NEW YORK, JUNE 9, 1927

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## *A Normal Salt Solution*

THE International Salt Company, of Scranton, Pa., are the world's largest producers of salt. For years they had been marketing household salt under many different brands, here one, there another, as the sales situation seemed to demand. As a result, the International Salt Company were in no way identified with their product in the minds of the jobber or the retailer. As far as the consumer was concerned their product was just salt.

And then they came to Advertising Headquarters.

Soon, a new package appeared. An attractive carton in blue and gray. "International Salt" was boldly displayed across its face. It had distinction and unforgettable identity.

Backed with advertising of unusual display value, that package has spread from town to town. Where the advertising has run, housewives ask for International Salt by name. The International Salt Company own their own business and are guiding their own destiny.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



**"Out of Thomas' <sup>Often Means</sup> Out of Sight"**  
**AT THE BUYING MOMENT**

## IMPORTANT BUYERS

All Lines—Everywhere—Buying Every Product  
order and pay for this

## SUPERIOR PURCHASING GUIDE

No matter what the product, this Register will present the sales message to the right man at the right moment, the moment when he wants to buy.

*The only  
 "Paid" circu-  
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 its kind.*

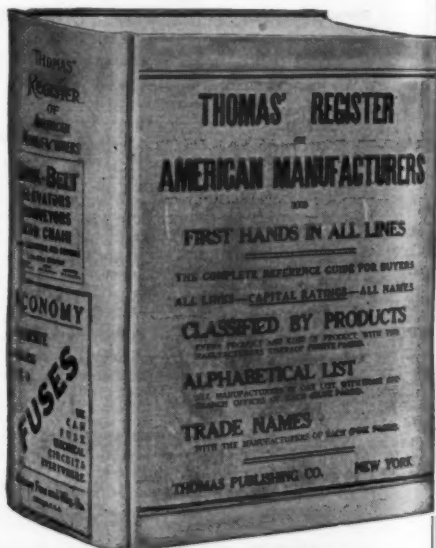
*(Nearly 90%  
 paid)*



*It aims at  
 100% com-  
 pleteness, re-  
 gardless of  
 advertis-  
 ing. That is  
 why*

**BIG  
 BUYERS  
 Prefer it.**

**A. B. C.  
 MEMBER  
 (THE ONLY ONE)**



**2350 Advertisers Use 8025 Spaces**

*Most of them use "Keys" and know what they get*

Space costs for only one issue a year, but continues as effective throughout the year as if repeated every week or every month.

THOMAS PUBLISHING CO., 461 Eighth Ave., New York

**A SELLING MEDIUM  
 RATHER THAN AN ADVERTISING MEDIUM**

# PRINTERS' INK

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VOL. CXXXIX

NEW YORK, JUNE 9, 1927

No. 10

## What the Modern Wholesaler Thinks of Specialty Orders

Lee & Cady Have a Staff of Specially Trained Salesmen to Follow Up  
Orders from New Customers Sent in by Manufacturer's  
Missionary Men

An Interview by A. H. Deute with

**John S. McNeal**

Sales Manager, Lee & Cady, Wholesale Grocers, Detroit

"THERE are two well-established and recognized schools of thought among wholesale grocers on the subject of the manufacturer's missionary orders—those specialty orders which the manufacturer's paid salesmen procure from the retail trade and which they turn over to the wholesale grocers, to be filled." John S. McNeal, sales manager of Lee & Cady, Detroit, wholesale grocers, is speaking.

"The one school looks upon the manufacturer's missionary orders as a distinct help and something which is most valuable and should be encouraged.

"The other school looks upon the missionary order as a sort of club which is being swung more or less lustily by the manufacturer in the hope of thus forcing the wholesale grocer into handling his line.

"Lee & Cady belong most emphatically to the first group. In fact, it has been said by many manufacturers, and it is believed by this firm itself, that Lee & Cady not only belong to the first group but stand out as rather prominent leaders in this group.

"Lee & Cady have, for many years, seen great possibilities in the specialty orders taken by manufacturers—probably greater possibilities, oftentimes, than the

manufacturers themselves realized.

"To the manufacturer and to the great majority of wholesale grocers who take any interest in missionary orders, the missionary order is simply an order for a certain item of merchandise which did not come as an ordinary demand on the part of the dealer, but was more or less largely the result of a special effort made by the salesman employed by the manufacturer to sustain distribution and dealer interest.

"Now, to Lee & Cady, the missionary order means all of this—and more. It means that another opportunity has been given to bring about still closer relations between the retail grocer and us, his source of supply.

"In the case of the grocer who is already a customer it means just one more opportunity to demonstrate our desire and our ability to serve him.

"But of special interest to us is the specialty order which comes because some retail grocer, not at the moment favoring us with his business, has asked the missionary salesman to have the order filled by Lee & Cady.

"Now, right here lies a most interesting little point. It is an old story, known to every wholesale grocer, that, very often, the retail grocer gives the specialty salesman

an order to get rid of him. Then, to make sure that the order will never really materialize, the retailer has it put through some wholesale grocer with whom he does not do business. The retailer is well aware that more often than not, such an order is not going to be accepted by the jobber. The jobber sees through the ruse in advance. He is not going to clutter up his delivery department with a string of these, to him, worthless orders. He is not going to ask his salesmen to carry them around with them and have them verified before they are actually put through. In short, the jobber knows in advance under what circumstances those orders were obtained. And as they are turned over to the buyer by the specialty man, the aggressive, efficient buyer puts his 'refused' stamp on them and they are rejected on the spot. Or, if it is not done as brutally as that, then the orders which impress him as being of that kind are dumped into a special drawer provided for the purpose. Or else they are held until the missionary man's back is turned and then thrown out.

"It is this sort of thing which does much to increase the manufacturer's cost of specialty work. Lee & Cady believe that anything which is wasteful to any member of the food industry is wasteful to the industry as a whole. It is hard to estimate the money which has been wasted the past ten or fifteen years just because jobbers have in many cases failed to appreciate missionary orders and their possibilities.

"The high cost of missionary selling must, in the long run, go into the general cost of selling when the manufacturer figures his selling price. Many an item would have been much more successful and profitable for all jobbers to handle if the manufacturer of that product could have enjoyed the full benefit of his salesmen's missionary efforts.

"I understand that the American Grocery Specialty Manufacturers' Association was organized largely to bring about a better understanding on this point. Lee & Cady

believe most sincerely in the importance of their educational program. It is to be hoped that in time the missionary order will be accepted by all wholesalers for what it really is, namely, a sincere effort on the part of the manufacturer to help make his goods move.

"In theory, the missionary work done by a manufacturer is a duplication of what the jobber should do. In practice, though, it must be understood that it is physically impossible for the jobber to act as the brand builder for the manufacturer. The most he can do, and this, however, he should do, is to appreciate what the manufacturer is doing for him—make full use of this work—not only for the sake of the manufacturer and himself, but for the good of the industry. A whole book might well be written around the text that no merchant can be better off than his industry. A prosperous industry makes prosperous merchants within that industry. Wastefulness within the industry must, in the long run, be reflected upon the members of that industry. In the production and distribution of food products, it is hard to find any more outstanding waste than that of misapplied sales effort and misapplied advertising.

"The industry is full of waste motion—full of unused energy.

"Turning this unused energy into productive effort is, then, the prime objective of the Lee & Cady conception of the missionary order. We do it, first of all, for our own sakes, because we know that it is productive of good, permanent business. Secondly, we do it because we know it is conserving the wholesale and retail grocery industry of the territory in which we operate."

All of this I had heard before—had heard it from various manufacturers, from merchandise brokers—from scores of missionary salesmen and their district sales managers. The attitude of Lee & Cady toward the specialty man and his orders is generally known to be unusual.

Some months ago, a number of sales managers were discussing it





## DIRECT CONTROL OF LOCAL CONTACTS

OFFICIAL WASHINGTON presses a button, opening a theatre in New York or a power plant in Colorado. Similarly you can set in motion the machinery of advertising in any or every part of the country.

There is a McCann Company office within easy reach of your headquarters. Make connection through it with the McCann system. You will find a nation-wide circuit, all set up, which provides that accurate, direct and personal control of local contacts so necessary to the successful marketing of nationally advertised products. National advertising requires a "National" agency.



# THE H. K. McCANN COMPANY

## *Advertising*

NEW YORK  
CHICAGO

CLEVELAND  
LOS ANGELES

SEATTLE  
MONTREAL

DENVER  
TORONTO

SAN FRANCISCO

and the thing which was most interesting to some of the men in that group was not why Lee & Cady did this, but how it was possible to accomplish it. The generally accepted attitude of the average wholesale grocery house and its men is too well known.

"Well," one of the men who happened to be well acquainted with the Detroit market, explained, "the reason that is possible is because Lee & Cady are one of the very few wholesale grocery houses in which the salesmen and the sales policy are under the direction of a sales manager. In most jobbing houses, this is not the case.

"Now, this chap McNeal, at Lee & Cady, belongs to the school of sales managers who help the sales force sell. You might say he is the quarter-back on the team and he calls the signals. As a result, there is co-ordinated movement. That is why Lee & Cady can do things which are rarely done in wholesale grocery houses."

This side-light is put into this article to enable the reader to understand why in the firm of Lee & Cady there should be a policy of this kind. It is plainly not a buying policy. It is a selling policy.

With all this in mind, I plied Mr. McNeal with questions, especially this one: "Well, now, what have you actually managed to do with this policy? It's a nice policy. It sounds fine in the ears of every manufacturer. It is broad and farseeing. But now that you have given it a good long try, what have you to say for it? What has it done in the way of producing business at a profit? How do you get around the difficulty of the orders being given by dealers who didn't intend to accept them—who didn't think they would be delivered?"

"That is a story in itself," Mr. McNeal began. "The successful operation of the plan depends upon a peculiar type of man to whom we look to make this a success. We naturally turn over to our regular departments the orders which come in from our regular customers. They are good, attrac-

tive, additional business. We are glad to get them and handle them for their own sakes.

"But our special function is in the handling of the mass of orders which many a dealer never expected to accept—quantities of them are actually orders which other jobbers didn't want. Now, we never permit a specialty salesman to turn in to us orders which are to go to another wholesale grocer. But we will say that we make it clear to the specialty man that when another jobber has turned down his orders, before he throws them away as worthless, we want to have a chance at them.

"Actually hundreds of new customers have been put on our books in that way, while hundreds of thousands of dollars worth of business has thus been salvaged and developed and found its way to the books of Lee & Cady. Many and many a manufacturer has found his missionary selling cost reduced to a paying basis through this work on our part. We are glad of that. It helps to make the Detroit market a profitable market for the manufacturer to work. It helps to make business better for us. But what is more to the point, there are today hundreds of valued customers on our books who came there because of the personal contact developed between that dealer and ourselves through the initial medium of the missionary order, rejected by some other wholesaler, of no value to him, but gladly taken on by us and put to work.

"There's no secret about how we make use of these so-called 'worthless' orders. I have selected a few unusually good salesmen—men who are experienced in judging the merchant—analyzing him and his store—good salesmen, unusually good salesmen, but also unusually good men when it comes to rendering a real service to the grocer. In fact, these are men who are far above the average.

"These men take those orders which have come to us from retailers whose names are not on our books. To the average jobber, such missionary orders are just a

*(Continued on page 176)*



## FORCEFUL EDITORIALS

Deal in one subject only

They state the premise—the facts—the deductions

**SUCCINCT — CONCISE — CONCLUSIVE**

## THE HOUSE BEAUTIFUL

Deals in one subject only

The house—its construction—appointment  
—orientation

**COMPLETE—HELPFUL—AUTHORITATIVE**

The advertising of building equipment, furnishing, decorative and garden materials in a medium so directed towards a single objective—a beautiful home—produces the highest possible return in proportion to total circulation.

*Advertising rates are based on 80,000 Circulation,  
Net Paid (ABC) with a bonus in excess of 10,000 more.*

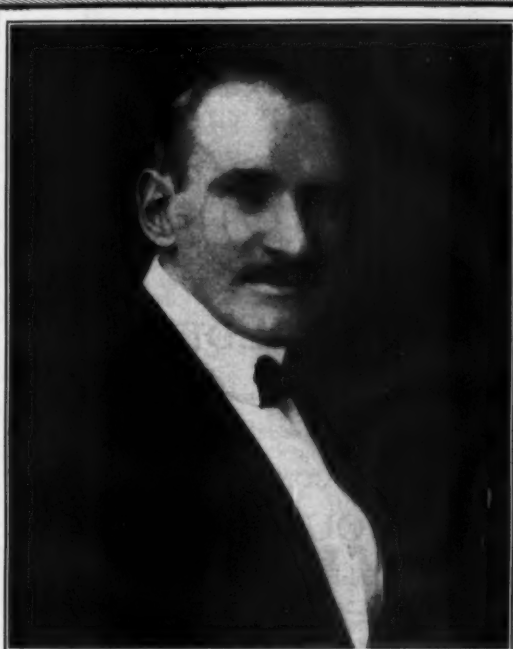
**BUY ON A RISING TIDE !**

**THE HOUSE BEAUTIFUL PUBLISHING CORP.**

*A Member of the Class Group*

8 Arlington Street

Boston, Mass.



JOSEPH J. EARLY  
President

The Brooklyn Standard Union has been purchased from the Estate of William Berri at a cash investment of over one million dollars.

The new owners are Brooklyn men amply able and determined to develop the property to its utmost value.

Under this new ownership the Standard Union promises to become a greater newspaper and a greater advertising medium than ever before.

It still maintains its leadership in daily circulation,



R. F. R. HUNTSMAN  
Publisher

this average of 76,809 now being the largest of any Brooklyn newspaper.

We hope to merit the approval and co-operation of all our old friends, and also of many new ones.

R. F. R. Huntsman  
Publisher

Largest Week-day Circulation of any Brooklyn Newspaper

# Color Lifted Us Out of the Novelty Merchandise Class

A Study of the Public Tendency Resulted in a New Merchandising Plan

By Arch G. Wallace

Director of Advertising, Chicago Hardware Foundry Co.

**T**HERE are two roads to success in merchandising: Go out and build a product and influence public desire for the product; or sense the public desire and mold into your line those things which the public wants or thinks it wants.

Henry Ford became the world's richest man by the simple process of sensing that the public was demanding lower-price transportation and supplying it. Chrysler in turn saw the handwriting on the wall. People wanted speed, they wanted snap and class, and he gave it to them.

Waves of style come and go. Nothing is constant—nothing is absolute. We progress, we move, we advance.

The manufacturer who seeks success must ferret out what the public will want tomorrow and supply it today, which brings us to the problem we faced a year ago.

For sometime now, the Verona Division of the Chicago Hardware Foundry Company has been engaged in the manufacture of a line of smokers, aquariums, lamps, etc. Our original market was through the usual furniture outlets, gift shops, novelty shops and other channels of distribution of this type.

To the experienced furniture man, mention of such a line of merchandise conjures up a picture of hectic markets, limited lines, cut prices and merchandise which had little hope of winning a stable, long-lived market. Such merchandise was classed as "novelty merchandise," something to be used to decorate the store and, when sold, to be offered at a price far above its actual value, if we base values in the manner which the furniture industry designates

the value of standard merchandise. Obviously this was not alluring for the future, and yet in our large manufacturing facilities lay the possibility of a large and stabilized business, if the proper merchandising methods could be applied.

Starting, I believe, with the change in women's dress during the last three years, there has come a subconscious desire in the minds of the American people for color. We have discarded the drab, the ordinary and the commonplace and seek the scintillating beauty of colorful things. I say this desire is subconscious because, until a year ago, there was very little public expression and surely no dominant advertising based on this note. Yet the wave was here.

To capitalize this condition of public mind, it was first necessary for us to have merchandise colorful and unique, reflecting more of the romantic attributes than those of the utilitarian. This, our designers and finishers created in a line which we termed Verona Artistic Metal Furniture, naming it for a little town in Tuscany, historically famous for its craftsmanship in metal in centuries long since passed.

## LAMPS WENT OUT

Believing that the lamp business was a very precarious foundation on which to base our plan, we practically eliminated this item from our line. We then developed a line of tables, telephone tables and chairs, piano benches, radio benches, elaborate aquariums, coffee tables, etc., each with the dash of color, a feeling of romantic beauty with its accompanying atmosphere of adventure.

In our advance advertising, both

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MILWAUKEE—First City in Diversity of Industry!



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## All National Records Broken in May

**I**N May 1927, The Milwaukee Journal printed 553,156 lines of paid national advertising—breaking all records for any single month by 60,612 lines.

The Journal printed more paid national advertising during the first five months of 1927 than in any similar period—25 per cent more than the other *two* Milwaukee papers *combined*!

Advertisers in all lines are profiting by the remarkably stable prosperity of the Milwaukee-Wisconsin market. They are building sales at one low advertising cost by concentrating in The Journal—the only newspaper necessary for thorough coverage here.

**THE MILWAUKEE JOURNAL**  
 **FIRST BY MERIT** 

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WISCONSIN—First State in Value of Dairy Products!

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to the retailer and to the public at large, we capitalized the wave of color desire that was sweeping the country, and tied the Verona line to that color desire in such a manner that both the retailer and home-maker would realize their own subconscious need for merchandise of this type.

Our plan, so far as the furniture and department store was concerned, was to approach them with an entirely different selling appeal. Instead of attempting to sell small orders, merchandise to be used solely for decorative purposes, or to be sold as novelties at high mark-ups, we went to the dealers with a story of public desire and public demand. We insisted that this merchandise could be sold in volume at lower prices and that it would only be necessary for the dealer to have sufficient merchandise of this type and advertise it vigorously to bring in to full play the subconscious desire for color, which, without their conscious knowledge, was dominating the American public.

After our national advertising had had an opportunity to make itself felt, we went to two Chicago merchandisers—Hartmans and The Fair. We laid before them a plan of purchasing Verona Artistic Metal Furniture in large quantities and opening a special Verona department separate and distinct from their ordinary furniture departments. We also convinced them that it would pay to feature in full-page advertisements the merchandise this department had to offer. Never forgetting our basic merchandising idea, these advertisements were carefully built along the line of our national advertising, with a view of tying the two together. The colorful age, the age in which we are today living, was impressed upon the minds of our readers. Readers of these advertisements were left with the impression that no home was modern nor could have that fine, cultural appeal to those entering it, without the touch of color supplied by Verona Artistic Metal Furniture.

Naturally, retailers were some-

what skeptical. Yet when the advertising started to run, the crowds came. In one store alone, 5,000 customers visited the Verona department in one day. Compared to the previous sale of this type of merchandise, the results were so overwhelming that we could not but be convinced that we had hit upon a fundamental merchandising appeal as applicable to almost any other line of merchandise as to our own. The modern touch, the colorful appeal, the emotional urge to buy, all were carried out in our campaign to the nth degree.

Following the success of the experimental plan, the salesmen of the Chicago Hardware Foundry Company set forth to carry the Verona merchandising story to the retailers of the entire country.

Many other stores inaugurated Verona departments, ran their advertising and profited from the sale of a hitherto unknown volume of merchandise of this type. In all, twenty-two prominent stores within a few weeks ran Verona sales.

The principles employed in the planning of this campaign were fundamental. The manufacturer who will seek out the public trend of mind, find the merchandise which fits perfectly into that condition of affairs, and who will vigorously advertise and properly merchandise his idea to the public and to his dealers, will find success awaiting him in a measure he might not otherwise hope to achieve.

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### Steel Accounts to Blackman Agency

The advertising accounts of The Pittsburgh Steel Company, Pittsburgh, and its two allied companies, the Pittsburgh Steel Products Company and the National Steel Fabric Company, have been placed with The Blackman Company, New York advertising agency.

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### Baby Ruth Candy Bar Account to Kastor

The Curtisa Candy Company, Chicago, Baby Ruth candy bars and other candies, has appointed the H. W. Kastor & Sons Advertising Company, Inc., Chicago advertising agency, to direct its advertising account.



The first six months of 1927 compared with the first six months of 1926, show an increase in display advertising of 22,008 lines.

A significant indication, this, of the appreciation of Harper's Bazar by those advertisers who understand the ever-growing potentialities of the Inner Circle market.

The expansion of this Inner Circle market is seen in the steady growth of Harper's Bazar's circulation: the average monthly circulation in 1926 was approximately 10% greater than in 1925. Smart women everywhere recognize in Harper's Bazar the arbiter of fashion.

## HARPER'S BAZAR

FREDERIC DRAKE ~ BUSINESS MANAGER

# The First Radio Manu



*Mississippi flood relief contributions made to The Chicago Daily News WMAQ-WOJ fund passed the \$100,000 mark within the first thirty days and are still pouring in. The Daily News and the radio stations it operates have thus raised more than a tenth of the Red Cross quota for the whole Chicago area, dramatic evidence of the influence of The Daily News on the newspaper readers and radio listeners of Chicago.*

*Periodically, as the new lists are made available by the radio commission, The Daily News issues a Directory of the Radio Broadcasting Stations of this and foreign countries, with a triple arrangement by call letters, by state or territory and city and by kilocycle and wave length. Thousands of these directories are sold at ten cents each . . . an interesting sidelight upon the role of The Daily News as Publisher to His Majesty the Chicago Radio Fan.*

## THE CHICAGO

Member of The 100 Group of

**Advertising  
Representatives :**

**NEW YORK**  
J. B. Woodward  
110 E. 42d St.

**CHICAGO**  
Woodward & K  
360 N. Michigan

**DE**  
Woodward  
Fine Art

**Average Daily Net Paid Circulation for Mo**

# Manufacturers' Show

*At Hotel Stevens, Chicago  
June 13 to 18, 1927*

IT'S a dealers' show but the public is bound to be interested—a week of the keenest interest in radio matters not only for dealers but for every follower of the science in Chicago.

In lieu of attendance at the show radio fans will scrutinize with special enthusiasm the advertising of radio manufacturers in Chicago at the time. Their impression of the significance of the show will be gained chiefly from the newspaper they read at home in the evening—The Daily News.

National radio advertisers place more advertising in The Daily News than in any other Chicago week-day newspaper. Your radio advertising in The Daily News during the show will take full advantage of a very natural opportunity.

## GO DAILY NEWS

100,000,000 of American Cities

DETROIT  
Woodward & Kelly  
Fine Arts Building

SAN FRANCISCO  
C. Geo. Krogness  
253 First National Bank Bldg.

for Months Ending May 31, 1927—440,131

# The Guiding Hand in the Farm Home



**O**KLAHOMA farm women look to the "Good Cheer" department of the Oklahoma Farmer-Stockman to solve every conceivable problem that comes up in running the farm home. When in difficulty they turn to their best friend, this big farm paper. The "Good Cheer" editor and her staff are the guiding hand in the Oklahoma farm home!

Hundreds of requests for information on everything from the care of children to the buying of canning supplies shows that the Oklahoma Farmer-Stockman holds first place in the hearts of its farm

women readers. One little 30 line article on the Unborn Babe brought 3,200 letters from expectant mothers. The editor of "Good Cheer" is in constant demand all over the state as a speaker to farm women's clubs.

With such following, Oklahoma Farmer-Stockman advertising has the greatest possible pulling power. Advertising will greatly cut your cost of distribution in Oklahoma . . . because the Oklahoma Farmer-Stockman, Oklahoma's only farm paper, reaches 177,456 farm homes at one low cost.

*Carl Williams*  
Editor

**OKLAHOMA  
FARMER-STOCKMAN**  
Oklahoma City

*Ralph Miller*  
Adv. Mgr.

**E. KATZ SPECIAL ADVERTISING AGENCY**

New York

Chicago

Detroit

Kansas City

Atlanta

San Francisco

# Keep Mrs. Sonntag Sold

The Well-Informed Consumer Is the Best Field Representative a Manufacturer Can Have

By Amos Bradbury

THIS is the story of a Nesco stove. It tells also of Mrs. Sonntag, who runs the filling station on a winding road which skirts a friendly river, flowing tranquilly past green hills. It is an adventure story with its exciting moments and also its moral, which is this: let every manufacturer keep in close contact with his old customers, for they are more valuable than salesmen, and as builders of good-will they are unsurpassed.

About the stove.

It has stood for two years in the kitchen of a log cabin which waits my occasional visits high up in the hills. The log cabin is an isle of escape. It is far away from the noise of subways, the clatter of trucks and riveting machines. Save for the scolding of chipmunks by day and the cry of the whippoorwill at nine-thirty o'clock sharp on dark evenings, there is scarcely any sound at all.

It is good to have such a place to go, and in such a place each object takes upon itself an importance and an interest far out of proportion to similar objects in more accessible places. Especially the stove.

The man who is bored and tired when taken by his wife on a brief shopping trip can develop real enthusiasm when doing his own shopping for his own cabin in the woods. Even the act of buying cretonnes for curtains, usually an entirely feminine affair, can arouse interest in a bearded male when the curtains are to hang in his own cabin. These are all good facts for manufacturers to remember when the growing tendency is considered of automobile owners to have little shacks of their own to drive to.

Of all things in such a cabin the most important, I should say, is the stove. A flashlight is necessary, a

good wheelbarrow is a joy, a gasoline lantern is a bright spot at night, but a good stove is absolutely essential. Preferably an oil stove. On hot summer days it is cooler, and its steady heat is better for an ordinary male's cooking exploits. That is, if the stove works well.

So when it came to buying my stove two years ago I sought advice. The Nesco stove with the Rockweave wick was the final choice largely on a matter of price and performance as outlined by a good-looking demonstrator at a department store.

For two years the stove performed as a good stove should, on the occasional week-ends and holidays when it was possible to persuade the family to forsake other amusements for a trip to the peaceful hills.

Then it became necessary for this writer to retire for a time to the cabin, there to rest and meditate, and incidentally to prepare for himself a number of meals each day on the previously well-behaved stove.

For a day or two all went well. Then the flame began to sputter and go out with alarming frequency. After two years a book of instructions has a way of disappearing, and people unused to camp utensils for the greater part of the year are not noted for ingenuity in a crisis. New wicks were purchased, on the advice of an unshaven mountaineer. They worked well for twenty minutes. Then they, too, became clogged with carbon, sputtered and went out just as a nice mess of macaroni was boiling its way toward edibility.

This was more than discouraging; it was a tragedy. Out came the wicks again. More cleaning, more sputtering when they were put back. No fire. No macaroni.

At times like these, slogans are worse than useless. They make the user cuss. The one on the box of wicks said something to the effect that they were made only for the stove which bore the slogan "the stove with the Rockweave wick, the wick with the pale blue flame."

At about the time when this slogan was irritating to the point of desperation, George Smith stopped in. George is a mountain "vaga-bond" who lives in a lean-to set in a hollow in the hills about a mile to the north of the cabin. He is wise in the ways of the woods. He knows the intimate details of a rattlesnake's life and the way of a "turkle" with its eggs. He had advice to offer. I was to get a monkey wrench, take off a nut at the end of the feed pipe and clean it out with a rag on the end of a ramrod. When the wrench had been secured and the nut unscrewed, there was a little piece of tin across the pipe. The ice-pick punctured that, and oil spurted out over the floor, oil with bits of carbon in it.

Finally the oil reservoir was removed and the odorous flow ceased. In putting back the nut to try the stove again, George was too strong. The nut broke, and this time the oil spouted toward the roof in the manner of a geyser.

This was too much. Cooking utensils, even a dishpan, were used to catch kerosene as it cascaded to the floor. Out with the tank again. Then came the ingenious plan of using a Listerine cork as a temporary levee to hold back the rushing oil and another attempt to light the stove. Again the sputter. Once more the failure to burn a blue flame, a yellow flame or any flame at all.

In reading an article on suicides recently I discovered that the main cause is "a previous galaxy of hopes against which to measure present troubles." It is this comparison—this failure of the present to fulfil the high hopes of the past—which leads to deep despair. As I thought of the high hopes with which my Nesco had been purchased, and its present failure

to fulfil them, despair like a dark and evil raven sat upon me, and I kicked the stove with great bitterness and some dexterity. But that didn't help the flame. It was now past six o'clock and high time for a meal on my prescribed diet. The nearest place for such a meal was two miles away at Sonntag's filling station, where are also sold hot franks, hamburgers, waffles, cigarettes and motor accessories. It is a fact that Mrs. Sonntag makes a particularly good omelet, beating the whites and yolks of the eggs separately, as any good cook should do.

The old Buick was turned around in the narrow mountain road with difficulty and, as Lindbergh would phrase it, "my car and I" made speed for Sonntag's. My preferences are by now well known to Mrs. Sonntag, so as soon as I was observed the lady herself, hair in curl papers, began to reach for eggs and beater. It is always a pleasure to watch an artist at a creative task, so stepping in familiar manner into the kitchen, I observed. The way she lighted the stove was a joy in itself. Two burners with one match. "What sort of a stove is this, Mrs. Sonntag?" "It's a Nesco," she surprised me by saying.

At this point it may be well to remark that Mrs. Hatfield, our neighbor on the north, on being apprised of the trouble with the camp Nesco had advised its removal and a Perfection substituted. I told Mrs. Sonntag with firmness of my plan to follow this drastic advice. "I'm going to throw my Nesco out—it won't work." If I had told this estimable filling-station lady that her eldest son, who works in a bank in Paterson, was an idiot, a drunkard and a forger, she could not have registered greater surprise, hurt dignity and anger.

In a short talk she emphasized the excellence of her stove, of all Nesco stoves, the excellent service the company had given in replacing a part, and went into some detail concerning the inability of most men to understand anything about good products which worked



well when operated with average intelligence.

Her eyes were blazing. Like a tigress defending her young she brushed aside all my objections. She listened unbelievably to my talk of the stove sputtering and going out. She quizzed me closely concerning my knowledge of wick cleaning, feed pipes and burners. She seemed surprised that I had shown enough initiative to try to clean the pipe. She wasn't surprised that I had broken the nut. I had most likely done other fool things. Certainly it was not the stove's fault. By this time the omelet was ready and while I gently inhaled its odor the impression persisted that she would do battle before she would allow me to throw out a stove she knew was good.

It was a novel experience to find a consumer who would fight for a product, but I didn't see how it was going to help me. Every course of action she suggested I had tried to no effect. Just then Charlie Sonntag, her husband, came in from the chicken house with four yellow chicks. She told him of my purpose to throw out a Nesco. He was just as indignant as was his wife. Had I tried this and that and this? Had I used common sense? Did I have good kerosene? I answered all his questions and told him I had always believed more in action than conversation. If he could show me, I would stick to the Nesco. Ever since Mark Antony sold the Romans on the idea that the slayers of Caesar should be punished, demonstration was the big thing, I said. Mark, I informed him, had talked himself hoarse picturing a bloody scene without awakening much action among his hearers. But when the mutilated body of Caesar was borne in and Antony began to demonstrate, things became active.

Would the Sonntags show me? By golly, they would!

Charlie got a gallon of his own kerosene, Mrs. Sonntag took off the curl papers, put on her hat and locked the door. We were off. Up the valley road we went and then on up the worst hill in

the State, the one with the thirty-three water breaks and so to the cabin and inside to the kitchen. I showed the stove. She tried to light it. It sputtered and went out. She took a good look at the glass kerosene tank and then asked: "Where did you get that kerosene?"

People are very friendly up in our back country and it just happened that on my way to her station to buy kerosene last week I had been hailed by a neighbor who asked where I was going and why. No use going down the mountain for kerosene, he had said. He could let me have five gallons. And he had, but what was the trouble with it? For even I could see when my attention was now called to it that it had a yellowish tinge, like the sky just before dawn.

Mrs. Sonntag is a woman of action. "Dump that mess out, Charlie, and put in some kerosene," she ordered.

It was so done. Then she cleaned the wicks which were dirty and black, drained off the old kerosene by removing the Listerine cork, let the new oil run in and lighted the stove.

It sputtered and went out. But the Sonntags weren't discouraged. "Lemme see the can that kerosene came in," said Charlie.

"I thought so. Mobiloil."

Now Mobiloil is a fine thing in its place in engines and such objects. Mixed with kerosene it is the worst thing that can happen to a camper who depends on a oil stove. The small amount in the can, when mixed with the kerosene and burned, caused large, ugly, greasy pieces of carbon to climb the wick and gum it all up.

"Throw out them wicks," said Charlie to his wife. "They're spoilt."

Then he pulled a brand new box of three Rockweave wicks out of his pocket. Next he took my gun ramrod, attached a rag and cleaned out the feed pipe. Then he placed the wicks carefully so that they overlapped in back, turned the lever to light and Mrs. Sonntag in her enthusiasm lighted all three burners with one

match! The flame crept around the wick gently like a cat toward a mouse-hole. Then it raised quietly and burned brightly with a flame as blue as the far horizon—the sort of blue men dream about.

"It's the best stove in the world," said Mrs. Sonntag, "for them who knows enough to use it right."

All this happened three days ago. The stove has worked like Lindbergh's motor ever since and I agree absolutely with Mrs. Sonntag. I'll fight for a Nesco any time now against all comers.

When I think how close I came to throwing out that stove and when I think of all the Mrs. Sonntags who go to the bat in all sorts of out-of-the-way places for manufacturers who never heard of them, I say to all makers of products, "keep Mrs. Sonntag sold." Many an oil burner, many a fishing reel, many a refrigerating machine, vacuum cleaner, fountain pen, fireless cooker or what have you, has been saved for service and the building of good-will by some expert user, unhonored and unsung. This little army of old customers, the loyal group of satisfied users who believe implicitly in the product because they know it like a friend, do yeoman service for manufacturers. Like the brave little band at Thermopylae, they stand ready at all times and in all places to defend their favorite products, tooth and nail.

Such loyal service should be encouraged in every possible way. Would it not be an excellent idea for makers of a great variety of products to do more than keep tab on the people who purchase what they make from the retailer? Many do this now. Why not go a step further and write such purchasers a letter after one year or some such period to ask them if they have ever been able to help in a new sale or to help keep a less experienced user satisfied?

I know that Mrs. Sonntag would be pleased to get a letter from the makers of the Nesco stove. So would the thousands of other expert and satisfied users.

Perhaps a "*croix de loyauté*" could be worked out.

## Theodore F. Merselles to Head Johns-Manville

Theodore F. Merselles, president of Montgomery Ward & Company, Inc., has resigned to become president of the Johns-Manville Corporation, New York, manufacturer of J-M asbestos roofing, brake lining, etc. He will assume his new position about July 1. Mr. Merselles will remain a director and chairman of the advisory board of the Montgomery Ward organization.

When he became president of the latter company in 1921, there had been a deficit of about \$9,000,000. Under his direction the company prospered to the extent that last year the net earnings amounted to \$8,806,000.

George B. Everitt, vice-president and general manager of Montgomery Ward, succeeds Mr. Merselles as president. George Whitney and Francis D. Bartow, both partners of J. P. Morgan & Company, which recently purchased a substantial stock interest in Johns-Manville, have been elected directors of that company. H. E. Manville, president, will become chairman of the board.

Mr. Merselles has contributed his ideas on various business problems a number of times in articles which have appeared in **PRINTERS' INK** and **PRINTERS' INK MONTHLY**.

In the June issue of **PRINTERS' INK MONTHLY** he discusses the question, "Mail-Order Growth—Menace or Benefit to Retailers?" Other subjects discussed by him include, "Putting Personality Into the Mail-Order Catalog" and "Studying the Farmer to Know How and What to Sell Him."

## D. K. David, Vice-President, Royal Baking

Donald K. David, recently assistant dean of the Harvard Business School, Cambridge, Mass., has been appointed executive vice-president of the Royal Baking Powder Company, New York. He also will be vice-president of the Royal Distributing Company, a member of the executive committee and a member of the board of directors of the Royal Baking Powder Company.

## Sterling Silversmiths Appoint Barton, Durstine & Osborn

The Sterling Silversmiths' Guild of America, New York, has appointed Barton, Durstine & Osborn, Inc., as its advertising agency.

## H. F. Willson Transferred by "Elks Magazine"

Herbert F. Willson, formerly of the Chicago selling staff of the *Elks Magazine*, has been transferred to the New York office.

## Appoints W. W. Reed

The Taylorville, Ill., *Daily Breeze* has appointed W. W. Reed, publishers' representative, Chicago, as national advertising representative in Chicago area.



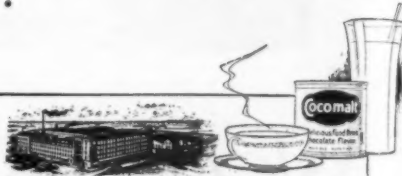
*Ask me another—*

**What Philadelphia  
newspaper has the  
largest circulation?**

**3,005,090 people live and buy  
in the Philadelphia retail area.**

**One newspaper sells 546,527 copies daily**

# How "COCOMALT" Obtained QUICK RESPONSE from Chain Stores and Independents through use of COLOR in the NEW YORK EVENING JOURNAL



**R. B. DAVIS COMPANY**  
Manufacturers of  
**"COCOMALT"**  
BROOKLYN, N. Y.

ADDRESS AND CORRESPONDENCE  
TO THE EDITOR

NEW YORK EVENING JOURNAL,  
2 Columbus Circle,  
New York, N. Y.

Dear Sirs:

We are greatly pleased to date with the progress made in the New York market on "COCOMALT."

When we first planned our campaign for this product, we were convinced that we must take advantage of the strongest possible forces available in New York to bring this product quickly to the attention of the dealer and consumer.

We, therefore, decided to use color in the New York Evening Journal—appreciating its value as a real dominant space unit.

We feel the use of those color pages has been justified and that our success is due to them in no small measure. Those pages have stood out prominently throughout the campaign and have, we believe, added to the value of our black and white copy in all papers. Chain stores and independents were quick to respond to the demand created.

Your merchandising department did a splendid and sincere job for us in covering thousands of the grocers—interesting them in COCOMALT and getting them to display it in their stores.

We are glad to be able to write to you in this vein.

Very truly yours,  
*G. Dowding*  
G. DOWDING  
Sales Director.

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# The NEW YORK EVENING JOURNAL

## . key to the World's Richest Market

When the R. B. Davis Company first planned their New York campaign on "COCOMALT" they took advantage of the most powerful sales force.

Here is what they tell you in their letter on the opposite page:

"We decided to use color in the New York Evening Journal — appreciating its value as a real dominant space unit."

They made their appeal in color and received quick response from the *New York Evening Journal's* market—a market so live, so vital and responsive that merchandisers give it preference *with dollars* above all competition — morning, evening or Sunday.

You, too, can use color at strategic points in your regular black and white schedule. It will add emphasis and interest to your whole campaign, both in the dealers' and consumers' mind.

We have proved these things to many manufacturers, and stand ready to prove them to you. Will you let our representative call and explain the low cost of *New York Evening Journal* color, and our ability to tie it up tightly with your sales outlets just as we have done for "COCOMALT" and numerous other products? It will put you under no obligation and may be mutually profitable.

**CIRCULATION FOR SIX MONTHS ENDING  
MARCH 31st, 686,740 DAILY, NET PAID**

# NEW YORK EVENING JOURNAL

*The greatest circulation of any evening newspaper in America and a  
QUALITY circulation at THREE CENTS a copy daily and  
FIVE CENTS a copy Saturday*

913 Hearst Building  
Chicago, Ill.

2 COLUMBUS CIRCLE  
New York City

General Motors Building  
Detroit, Mich.

## 15,000 Attend Detroit News Spelling Bee



*Governor Green of Michigan Congratulates the Winner*

### A Real Index of Reader Interest

Fifteen thousand people gathered on Friday, May 20th, at the Michigan State Fair Coliseum to listen to an old-fashioned spelling bee organized and conducted solely by The News. Among those present were city and state officials, including Governor Green. For months the schools of the Detroit district had been holding preliminary spelling bees, from which were chosen the 60 final entrants in the great Detroit News Metropolitan Spelling Bee.

Such a crowd as came to this year's spelling bee is an indication of the responsive chord The Detroit News strikes in the homes of Detroit people. And the Spelling Bee is but one of many public enterprises and public services conducted by The Detroit News which has endeared The News to every home in its territory.

## The Detroit News

*Detroit's HOME Newspaper*

365,000 Sunday Circulation—330,000 Weekday Circulation

# Do Your Salesmen Know Your Correspondents?

Give the Sales Correspondent a Place on Your Convention Program

By Wilfred Kean

Assistant Sales Manager, The Estate Stove Company

**T**WO of the objects in conducting sales conventions are to further acquaintanceship between the salesman and the home office staff, and to give the salesman a better understanding of the functions of the various home-office departments.

To this end, the salesmen, new and old, are introduced to the personnel of the advertising department, the traffic department, and the credit department. They are told how these departments function, how they help make the salesmen's work easier, and how the salesmen, in turn, can co-operate with these various departments. For some reason, however, sales correspondence is given very little consideration in the average convention. Perhaps correspondence is accepted by the firm as a part of the sales department or advertising department, instead of a separate unit, or perhaps it is considered as being of minor importance. Whatever the reason, there seems to be considerable misunderstanding or perhaps just lack of understanding, on the part of the sales organization as to the purpose, function and value of sales correspondence.

Although every salesman feels, and rightly, that the main part of the sales program is personal salesmanship, he is usually ready to credit advertising, demonstrations, resale work and other forms of co-operation with their full share as aids to his personal efforts. But he simply does not understand or appreciate sales correspondence. If he considers it at all, it is to him a matter of routine, something incidental to the details of a business, and he seldom has a good appreciation of how it can help him break down the walls of sales resistance. If there is any value in furthering the salesman's acquaintance with the house and its per-

sonnel, there is no real reason why this acquaintanceship should not extend to the sales correspondence division, as well as to other departments. It would be time well spent for many concerns to take an hour or two during the convention to acquaint the salesman thoroughly with the sales correspondence of his firm as an aid to his efforts. He can profitably be instructed in the general purpose of sales correspondence; how it co-operates with him, and how he can best co-operate with it. He should understand the individual correspondence of his concern, why it brings out certain points, why one argument is stressed in preference to others, why a certain line of sales attack is used. He should understand why certain requests are made of him for reports and other information, and how these are used by the correspondence department. Whenever one correspondent or several correspondents are individually responsible for the correspondence in the salesman's territory, the salesman and correspondent alike can benefit by personal acquaintance with each other. And the best place and time to further this acquaintanceship is usually at the sales convention, when the salesman can meet the sales correspondent in person, and become acquainted with him as an individual, a human being, rather than just a pen and ink signature at the bottom of letters.

## CORRESPONDENCE A. B. C.

During a talk in our last sales convention, we gave some time to a rather elementary discussion of what sales correspondence can do. The points covered might have been taken out of the first chapter of a sales correspondence primer, but nevertheless presented a viewpoint



which was largely new to the average salesman. "Sales correspondence," we told our men, "can help you in the following ways:

1. As general publicity, doing the work the advertising department is doing, but directing it at individuals, instead of the mass.
2. Securing leads for you to follow up.
3. Paving the way for your call, by giving the customer general information which will serve to put him in a receptive mood for your detailed proposition.
4. Notifying the customer of your coming on a definite day, so as to increase your chances for success.
5. Following up your call, showing appreciation of the courtesies extended to you.
6. Thanking the customer for an order, so as to pave the way for future business.
7. Following up prospects who did not buy when you called, with the view of obtaining the order by mail for your credit.
8. Following up prospects to improve your chance of obtaining the order on your next call.
9. Keeping you in the customer's mind between calls. Competitors at times make some attractive offers to your customers; if they are reminded of you and our existence from time to time they will be less ready to listen to competition.
10. Keeping the customers lined up while you are away from your territory on a vacation, during illness or for some other reason.
11. Passing on notice of change in prices, general information and special news to the customer before you have a chance to call on him.
12. Keeping in touch with lost customers, finding out why they are not buying, and attempting to adjust the difficulty.
13. Getting general trade information for your customer's use.
14. Getting sales records and trade information from successful dealers, as sales ammunition for you to use with other customers.
15. Passing on suggestions to your customers as to better ways of selling and merchandising, to increase the customers' volume of business.
16. Adjusting controversies between you and the customer, to avoid or relieve ill feeling.

Elementary? Very. And yet, we believe, this elementary treatment will have a decided value in giving the salesmen a better understanding of just what sales correspondence means to them. At the same time, we tried to give the salesmen an idea of how to co-operate with the sales correspondence department. Since the function of this department is to back the salesman's personal ef-

forts, the salesman's best way of co-operating with the sales correspondent is to give the latter any information that will help him tie up with the salesman's work. "Specifically," we said "you can help your correspondent in the following ways:

1. Helping us keep the mailing list up to date and effective.
  - a. Report all prospects that are worth following up.
  - b. Report only prospects that are worth following up—do not load the mailing list with dead timber.
  - c. Keep the sales correspondence department informed as to all changes in address, personnel, etc.
  - d. Have the name taken off the mailing list if the prospect is no longer worth following up.
2. Give the sales correspondent as much material as possible for writing his letter.
  - a. Give him the name of the man in charge of the buying, so that he can make his letter as personal as possible.
  - b. Give him the full details regarding your call, so that he can make his letter fit in closely with your plans.
  - c. Tell him of any peculiarities of your customer or give him any detailed information about the local situation that will help him write a letter that will seem personal to the recipient, and exactly fits the case.
  - d. Pass on to him information about the sales plans put on by some of your successful customers that he can use as sales ammunition or for house organ material.
  - e. Offer constructive criticism. You have a better chance to observe the trade's reaction to the correspondent's letter than he has, and as long as your criticisms are fair and constructive, we will certainly appreciate them; don't worry about offending anyone here.
3. Back up the sales correspondent's letter with your own efforts.
  - a. Add your personal efforts to try to get the dealer to follow the suggestion of the correspondent.
  - b. Be sure that you do not repudiate anything in your personal contact with your dealer that the correspondent has mentioned in his letters.
  - c. If you can express yourself as well on paper as you can in person, follow up the correspondent's letters by letters of your own. On account of your personal knowledge, you can write a more intimate, personal letter than the correspondent, and at the same time the repetition will add to the correspondent's efforts. However, unless you can express yourself fully as well on paper as you do in person, stay away from the letter—not all salesmen are good correspondents, any more than all correspondents are good personal salesmen. Do not take a chance on jeopardizing any favorable impression you may have made on your prospect by writing him an ineffective letter.

We used specific examples to il-



## Talking in Terms that Dealers Value

**W**HEN a salesman calls on any Indianapolis retailer, explains the merits of his product, and then shows a portfolio of advertising definitely scheduled to appear in **The INDIANAPOLIS NEWS**, he is talking in terms that the dealer understands and values.

The day has passed when a salesman can talk glibly and vaguely about "our advertising program." The dealer wants to know what kind of advertising—where it will appear—how long it will continue.

To the dealer, a definite advertising campaign scheduled in **The NEWS** means: (1) that the product is meritorious or **The NEWS** would have rejected it; (2) that the usual prompt response from **NEWS** advertising justifies an initial order.



**The INDIANAPOLIS NEWS**  
*sells The Indianapolis Radius*

FRANK T. CARROLL, Advertising Director

New York: DAN A. CARROLL  
110 East 42nd St.

Chicago: J. E. LUTZ  
The Tower Bldg.

lustrate the ways in which correspondence can aid the salesman, and how he can do his share. We tried to show the salesman some of the problems the correspondent has to meet, to encourage a better mental attitude on his part toward this division. A salesman usually believes that he can write better sales letters than the sales correspondent; at least until he has occasion to do so. Perhaps he feels that the correspondent's letters do not hit the mark as they should. Old Tom Brown, that crusty, hard-shelled dealer back in Gibson Center is not interested in the correspondent's talk about building prestige for his store. The salesman forgets that the correspondent does not know Tom Brown, and that he can learn to know him only through what the salesman himself tells him.

Things may run smoothly in the handling of a salesman's correspondence 999 times and then a mistake slips in. The salesman is never conscious of the 999 times when his orders, reports, requests, etc., were handled correctly; he has a distinct and lasting remembrance of that one time when "those fellows back at the office balled things up for him."

The salesmen were shown how a minor mistake, which might look tremendous out in the territory, could have occurred as a result of a small slip-up, possibly in the traffic department, possibly in the order department, possibly in dictation, possibly in transcribing, and that the percentage of mistakes was exceedingly small after all. We followed this with a brief discussion of mistakes salesmen themselves make in pricing, names, addresses, etc., and the far-reaching results these can sometimes have. The two were combined in a way to give the salesman a more tolerant attitude toward the mistakes that were likely to happen in the home office, and at the same time encouraging more carefulness on his part in the detail work which he has to perform.

Other details can be brought out to very good advantage, such as the salesman's daily correspon-

dence, what reports are expected and why it is to the salesman's own interest to fill out these reports in a certain way, the necessity of accurate route sheets sent in on time; reasons why salesmen are given some of the detail work which they consider such an unnecessary burden. All of these, of course, are things of which the salesman has a general knowledge, but a discussion may make his understanding more clear and definite.

Of course, the sales convention is not the only time when you can arrange for contacts between your salesmen and your correspondents. If you can possibly arrange to have your correspondent make a trip into the territory, it will be of inestimable value in many ways. The fresh viewpoint which the correspondent obtains from these periodic trips will pay dividends in the improvement in his letters, and the home office viewpoint which the salesman will get is sure to be beneficial to him. Then, too, personal contact enables the salesman and the correspondent to understand each other more closely, to work together more harmoniously, and to obtain better results. At times, the salesman will unburden himself of a load of grief or resentment to a fellow employee whom he considers on the same plane as himself, when he would never discuss these matters with the sales manager or other superior. The correspondent, therefore, can often obtain some valuable information which will help the entire home office organization in its contact with the salesman.

The sales correspondent may possibly be a minor part of our sales scheme, but let us at least give him the prominence to which his part entitles him.

### New Accounts with Prather-Allen Agency

The following concerns have appointed The Prather-Allen Advertising Company, Cincinnati, to direct their advertising accounts; The Stanwood Corporation, Covington, Ky., and the Hotel Gibson and the Burkhardt Brothers Company, both of Cincinnati.



# CHESTER H. ALDRICH

*of the firm of Delano & Aldrich  
Architects  
New York City*

"HOUSE & GARDEN seems to me to be far and away above all the other American periodicals of its general character. It stands, in fact, in a class by itself."

# HOUSE & GARDEN

*One of the Condé Nast Group*

*All members of the Audit Bureau of Circulations*

# *The Main Street Idea Grows*

The HOUSEHOLD MAGAZINE welcomes the spread of the Main Street Idea. It is good to see a great market achieve the recognition that is its due.

Insistently The HOUSEHOLD MAGAZINE has pointed out the changes wrought by automobiles, better roads and better living standards upon the buying habits of the towns and rural

communities. For many years The HOUSEHOLD MAGAZINE walked alone in its championship of Main Street as a sales objective for national advertisers.

The pioneering stage is past. Manufacturers and periodical publishers, alike, have seen the light. Main Street, today, is the focal point of many national campaigns. Publications which circulate in other fields have realigned their positions with reference to Main Street buying power.

And The HOUSEHOLD MAGAZINE welcomes the spread of the Main Street Idea.



# *The* HOUSEHOLD MAGAZINE

"THE MAGAZINE OF MAIN STREET"

CHICAGO: 608 South Dearborn Street  
NEW YORK: 420 Lexington Avenue  
SAN FRANCISCO: 201 Sharon Building

ARTHUR CAPPER  
Publisher

D. M. NOYES  
Advertising Manager

# Making them like it

**T**HE other fellow is not interested in you or your business. Unpalatable but true.

His interest has got to be aroused. He must be induced to think of your product, and to think in pleasurable terms.

The right sort of a booklet is a great help in establishing this desirable friendly feeling.

We will be glad of the opportunity to give you our idea of the sort of booklet we think would benefit your business.



**CHARLES FRANCIS PRESS**

461 Eighth Avenue

Telephone Lackawanna 4300

Printing Crafts Building, New York



# Newspaper Advertising Overcomes a Dull Real Estate Market

This Washington, D. C., Development Company Increased Its Advertising When Market Faltered and Is Pleased with the Results

THE market for real estate in the District of Columbia has not been as active this year as it was last. There has been a corresponding decrease in the volume of real estate advertising in the Washington newspapers. This shows that the majority of realtors and operators in the locality do not believe in the power of advertising to transform a dull market. However, there are a few exceptions, and among them is the Edson W. Briggs Company.

This concern owns Rock Creek Park Estates, an exclusive subdivision of over 100 acres within the District of Columbia. The Estates were placed on the market about eighteen months ago. They were liberally advertised last year, and this year despite the apparent lessening of demand, the company has materially increased its appropriation for newspaper space. Incidentally, it reports that its sales and prospects are comparable with those of last year.

"The first of the year," said Edson W. Briggs, president, "my company anticipated a slackening in the demand for residential property in general. We decided, however, that if advertising is an economic power, it would be poor policy for us to decrease our appropriation. We felt sure that

people who could afford good homes could be induced to buy our property, regardless of any oversupply in the cheaper market.

"Of course, if you are advertising bargains, or selling any commodity largely on price, your advertising results are governed

mostly by two factors — demand and price. When the demand slackens, you must advertise a lower price to get the business. Therefore, if you attempt to hold your price, there is little use of your advertising, if you have no other inducement.

"The quality appeal gives an entirely different aspect to the advertising policy. I never could understand why any manufacturer of quality merchandise should curtail his ad-

vertising when the demand for his goods falls off. There are two reasons for my conviction that the time to increase your advertising is when business promises to be dull.

"In the first place, there are always unexpected conditions which affect demand, and which are temporary in their nature. This year, for instance, we have had an abnormal amount of rain. Every week the wet weather has prevented trips to the property with prospects. This condition was unexpected; but we have overcome it by attracting more



**Rock Creek Park Estates**

**H**ERE the luxury of the outdoors—bathed in the sun-dappled shade of the forest—invites the visiting trade to the lovely hills and open-air life. Beautifully landscaped, the Rock Creek Park Estates are a rare find in the District of Columbia. The Estates are a rare find in the District of Columbia. The Estates are a rare find in the District of Columbia.

**EDSON W. BRIGGS CO.**  
 President  
 One Thousand Six Hundred Twenty Street N.E.  
 Washington, D.C. 20002

AN EFFORT HAS BEEN MADE IN NEWSPAPER COPY TO CREATE A DESIRABLE ATMOSPHERE

prospects by means of advertising. We have not only kept up our sales because we had more than a normal number of prospects to take out on bright days, but we have accumulated a long list of prospects who promise unusual interest in the property as soon as the weather settles. In the second place, in the purchase of a home and a great many quality products, the thought processes which terminate in the purchase are developed over a period of time, and advertising is the best and cheapest means of favorably influencing the process.

"Our competition is very similar to the competition in many other lines. The manufacturer who attempts to introduce a product of high quality invariably finds that he must overcome the established preference for older and well-known similar products. In our case, there were several very well-known suburban developments, and they furnished the hardest kind of competition.

"How could we meet this competition? Newspaper advertising was the answer, in our opinion. We have kept at it steadily for eighteen months, ever since we placed our property on sale, and we have increased it this year because of the impression that the real estate business is dull. As a result, we are not only keeping up our sales, but we have acquired a splendid reputation.

"From the start, we have sought to build up a background with our advertising, and to create a desirable atmosphere. We have tried to implant in the minds of the people of this section the thought that Rock Creek Park Estates is a suburban development of the highest character, and we have not met a prospect this year who did not have this impression. My conviction is that with eighteen months of rather intensive advertising we have built up a reputation and created an atmosphere for our proposition which would have required at least twenty years to produce by a small amount of seasonal advertising and word-of-mouth publicity."

The main feature of the adver-

tising campaign consisted of two quarter pages run twice a week during the late spring in two Washington newspapers. Smaller copy was run previously, and never a week goes by that the Rock Creek Park Estates are not kept before the public with attractive advertisements. The copy is invariably of a descriptive nature, the advertisements are beautifully illustrated, and the effect of composition and layout is exceedingly artistic.

### C. S. Dennison in South for General Motors

C. S. Dennison has been made advertising manager, regional directors staff, of the General Motors Export Corporation, New York, with headquarters in Montevideo, Uruguay. He will have charge of advertising in Uruguay, Argentine and Brazil.

A. K. Isreeli has been appointed advertising manager of General Motors, Argentina, with headquarters in Buenos Ayres.

### Bigelow-Hartford Account to Williams & Saylor

The Bigelow-Hartford Carpet Company, New York, rugs and carpets, has appointed Williams & Saylor, Inc., New York advertising agency, to direct its advertising account.

The Hampshire Underwear & Hosiery Company, New York, has also appointed Williams & Saylor, Inc., to direct its advertising.

### Buys Glen Falls, N. Y. "Times"

The Glen Falls Post Company, Glen Falls, N. Y., publisher of the *Post-Star*, a morning paper, has purchased the *Glen Falls Times*, an evening paper. Both papers will be continued and will be represented by the Kelly-Smith Company, publishers' representative.

### Annual Meeting of New York Employing Printers

The annual meeting and election of officers of the New York Employing Printers Association, Inc., will be held Monday, June 13, at the Westchester Hills Country Club. The meeting will be preceded by a golf tournament and a dinner.

### Gimbel Brothers Elect S. R. Coons, Vice-President

Sheldon R. Coons, director of sales and publicity, has been elected an executive vice-president of Gimbel Brothers, Inc., New York, department stores.

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No. 1 of a series dealing with lineage figures over a 10-year period.

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# The Story of the Specialty Shop

Lineage, over a period of years, is the best proof of a newspaper's pulling power. Advertisers do not use increased space in a medium unless it produces adequate returns.

Here are some significant figures:

**SPECIALTY SHOP LINEAGE  
IN CHICAGO EVENING AMERICAN,  
1916-1926**

1916 . . 939,722 lines

1926 . . 4,602,167 “

**AN INCREASE IN TEN YEARS OF 389%**

The above figures are more convincing than any words could be. They are indisputable proof of pulling power.

**CHICAGO  AMERICAN**

A good newspaper

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# Business Conditions in China

In Spite of the Unsettled Conditions, Our Trade with China Shows a Gain for the First Quarter of This Year

*Washington Bureau  
of PRINTERS' INK*

THE surprising news that the United States trade with China shows a gain for the first quarter of this year was given out last week by the Department of Commerce. The statement shows that in spite of trade difficulties existing because of the military and political situation, exports to China amounted to \$33,499,000, an increase of more than 3 per cent over the volume of \$31,454,000 in the first quarter of 1926. Imports from China amounted to \$46,644,000, an increase of 11 per cent over the total of \$41,774,000 imported in the same months of last year.

According to the report, the value of American exports to China proper during this period remained practically unchanged, and the increase resulted from larger shipments to Hong Kong and Kwantung, while changes in the import trade were distributed to all destinations.

Concerning certain favorable conditions which encouraged trading, the report states: "General quiet prevailed in areas outside of the battle grounds, and depleted stocks of foreign merchandise ordinarily supplied from American sources required replenishing. The settlement of the Hong Kong shipping difficulties also released for exportation the products of Southern China piled up at Canton, and the shifting of the bases of military operations opened up the markets of North China."

In discussing these increases, an official of the Department of Commerce said that they illustrate the enormous trade vitality of China, and the capacity of the country's citizens promptly to overcome the devastating results of the fighting. The enormous size of China and its very poor transportation facilities encourage quick recovery. In a smaller country with good transportation facilities, an equal

amount of fighting would be decidedly more devastating, and would require a very much longer time for recovery. But, as it is, the areas in which the armies are engaged are never more than a very small part of the total area of the country, and as the armies move on trade in the fighting areas is promptly resumed.

Another contributory fact is that all classes of China are permeated with the trading instinct. The Chinaman has the reputation of being the best business man of the Orient, and he is able to conduct a profitable business under unfavorable conditions which would discourage any other nationality.

## POLITICAL SITUATION LIKELY TO BE UNSETTLED FOR SEVERAL YEARS

As to the duration of the present political situation, no events have transpired on which to base a forecast with any degree of certainty, according to authorities, who are in close touch with all known phases of the political and military activities in China. The probabilities are that it will be several years before the political atmosphere clears up; but in the meantime the country promises to absorb at least its normal volume of American products.

Trade conditions in China most certainly do not encourage the introduction of new goods. It will be some time before the country offers sales opportunities to American manufacturers who are not established in its markets; but officials of the Department of Commerce believe that it is wise for those manufacturers who have created a demand in China for their products to use every practicable effort under the circumstances to merchandise their goods. One official expressed the opinion that American goods are just as safe in Tientsin and Hong Kong as they are in the city of New York.

# Here's the story of the *real* Boston

In considering population figures of cities the outside surrounding territory is in many cases of increasing importance. Take the cases of Chicago and Boston, for example. The city of Chicago has 2,701,705 population and the city of Boston only 748,060. But the actual retail metropolitan territory of these cities contains in Chicago 3,500,000 population and in Boston 2,574,115.

The ADVERTISERS' WEEKLY has investigated over one hundred of the key cities of the United States and finds that some markets are generally over-estimated for purchasing power while others, like Boston, are not known for what they really are.

*Reprinted from the Advertisers' Weekly of November 27*

In an article entitled, "Wide Differences Among Our Big Markets," the Advertisers' Weekly proves our contention that the *real* Boston is *not* census Boston, but rather the vast two and a half million trading territory population. And only the Herald-Traveler will give adequate coverage of the more important of the two groups of this population.

## BOSTON HERALD-TRAVELER

Advertising Representative:  
Geo. A. McDevitt Co.,  
250 Park Avenue, New York  
914 Peoples Gas Building, Chicago



For six years the Herald-Traveler has been first in national advertising, including all financial, automobile and publication advertising, among Boston daily newspapers.

## More Direct Than

The Sun Carrier like the mail carrier visits the homes of Baltimore with regularity but while the mail man calls on only a few homes to the block on each trip the Sunpaper carrier goes to practically every worthwhile home throughout the city and suburbs.

And in delivering your message the Sun Carrier has one great advantage. The Sunpaper he delivers has been invited to the home — its arrival is not merely welcomed but eagerly awaited.

The Sunpapers regularly enter those homes in Baltimore which would be selected for a "selling prospect" mailing list. But while a mailing-piece would have to ask for a reading, the

# "Direct Mail"...

Sunpapers are assured of attention.

Put the story you have to tell Baltimore in the columns of the Sunpapers—and you're putting it directly before the Baltimoreans you want to reach right where you want to reach them—in their homes!

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Average Net Paid Circulation for Month  
of April, 1927

Daily (M & E) 252,760  
Sunday - - - 198,382

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*Everything in Baltimore Revolves Around*

**THE**  **SUN**  
MORNING EVENING SUNDAY

JOHN B. WOODWARD,  
Bowery Bank Bldg., 110 E. 42nd St.  
New York

GUY S. OSBORN  
360 N. Michigan Ave.  
Chicago

C. GEORGE KROGNES, First National Bank Bldg., San Francisco

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**BALTIMOREANS DON'T SAY "NEWSPAPER"  
—THEY SAY "SUNPAPER"**

**"Once upon a time"—  
is the way Mother  
Goose would start  
the story of  
"one paper coverage"  
in Detroit—now that  
the Detroit Times has  
over 300,000 daily\*  
and 330,000 Sunday  
it's a different story—**

**\*Evening except Saturday**

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## Once More: "The Better Mouse- Trap"

THE BRYAN ORGANIZATION  
NEW YORK

### Editor of PRINTERS' INK:

Since you advise that PRINTERS' INK is regarded as an authority on the alleged Emerson quotation, you may be interested in really knowing the facts.

Emerson was not the author of the quotation. Neither was Elbert Hubbard. Credit for it should really go to the Reverend John Paxton, a Presbyterian minister. He died in New York a year or so ago. At that time the newspapers estimated his estate to be worth about a million dollars, so evidently the world did make a beaten path to his door.

Hubbard never gave Emerson credit for the idea. That was done by Harry Bishop, formerly the head of the copy department of The Bryan Organization and now high in the productive counsels of the MacManus advertising agency of Detroit.

I have spent about fifteen years trying to correct the mistake I made in first putting Emerson's name after the mouse-trap quotation. To my knowledge Harry Bishop has been writing on this subject for the last ten years and I trust that in the future PRINTERS' INK will throw its weight toward the right conclusion so that the Emerson quotation will not continue as a matter for controversy.

W. G. BRYAN.

GAYLORD BROS., INC.  
SYRACUSE, N. Y.

### Editor of PRINTERS' INK:

That "better mouse-trap" is hard to kill. In your issue of April 28 you credit the saying to Elbert Hubbard.

A writer in "Unity" back in 1912 offers fairly good proof that the "mouse-trap" sentence as usually quoted was uttered first by Dr. John Paxton, pastor of the West Presbyterian Church in New York. This writer further claims that the sermon was later repeated at the New York Chautauqua which would bring it very close to Elbert Hubbard's home grounds.

The enclosed card containing a quotation from the article in "Unity" was printed and distributed some years ago by the Democrat Printing Company of Madison, Wisconsin.

FORREST B. SPAULDING.

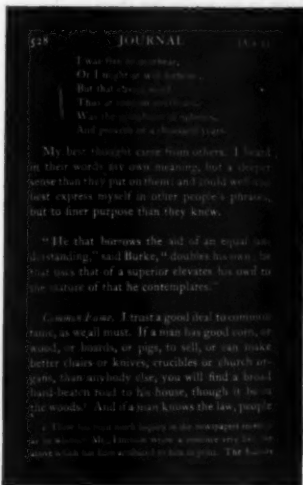
WE seem to have stirred up a hornet's nest by our answer to a correspondent regarding that much-used quotation which reads:

*If a man write a better book, preach a better sermon, or build a better mouse-trap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door.*

In spite of letters to the contrary, we still insist that credit for

the authorship of this idea should go to Ralph Waldo Emerson.

None of the claims for the authorship of this idea that we have ever seen antedates what Emerson wrote and what is to be found in the eighth volume of "Emerson's Journal" on page 528. To satisfy the unbelieving that a statement in



which this idea is embodied really exists in "Emerson's Journal" we have had a photostat made by the New York Public Library of page 528 of volume eight of his Journal, on file in the New York Public Library. This photostat is reproduced on this page in reduced form. Toward the bottom of the reproduction, in the paragraph starting with the words "Common Fame," anyone may read Emerson's masterly statement of the idea in these words:

*I trust a good deal to common fame, as we all must. If a man has good corn, or wood, or boards, or pigs, to sell, or can make better chairs or knives, crucibles or church organs, than anybody else, you will find a broad, hard-beaten road to his house, though it be in the woods.*

At the bottom of page 528 of

"Emerson's Journal" there is, it will be observed, a portion of certain comment on the controversy regarding the authorship of the "mouse-trap" quotation. We give that comment below in its entirety:

There has been much inquiry in the newspapers recently as to whether Mr. Emerson wrote a sentence very like the above which has been attributed to him in print. The Editors do not find the latter in his works, but there can be little doubt that it was a memory-quotation by some bearer, or quite probably, correctly reported from one of his lectures, the same image in differing words.

Until we can be shown that someone else recorded this idea before the Sage of Concord got on the job we shall continue to insist on giving him the credit.—  
[Ed. PRINTERS' INK.]

### International Typographic Council to Meet

The International Typographic Council will meet at New York during the week of September 5, while the fourth Educational Graphic Arts Exposition is in progress. Members of the council from England, France, Germany and Italy are planning to attend the meeting. Edward E. Bartlett, head of the Bartlett-Orr Press for the last forty years, is chairman of the council.

### W. C. Kobin Heads Real Silk Hosiery Mills

W. C. Kobin has been appointed president and general manager of the Real Silk Hosiery Mills, Indianapolis, Ind., succeeding J. A. Goodman, who has become chairman of the board.

P. O. Ferrel, assistant general sales manager, has been appointed vice-president and general sales manager.

### H. C. Bursley with Valentine & Company

Harry C. Bursley, recently advertising manager of the Murphy Varnish Company, Newark, N. J., has joined the trade sales division of Valentine & Company, New York, maker of Valspar. Mr. Bursley was at one time with the Valentine company as sales promotion manager.

### G. J. Auer Advanced by New York "Herald Tribune"

George J. Auer, for four years national advertising manager of the New York *Herald Tribune*, has been appointed advertising manager. He succeeds R. H. Schooley, who has been placed in charge of country circulation of the *Herald Tribune*.

### Counterfeiters Bob Up as Fast as Downed

J. WALTER THOMPSON COMPANY  
NEW YORK

Editor of PRINTERS' INK:

I have read with a good deal of interest the article "Counterfeiting of Nationally Advertised Products Is Widespread," in your May 19 issue. I think the suggestion Mr. Clarke and Mr. Haase make is extremely interesting.

As you know the Pinaud Company suffers dreadfully from counterfeiters. They have been rather vigorous in their pursuit of these counterfeiters but apparently no sooner is one down than another shows up.

JOHN B. WATSON,  
Vice-president.

### Holds Unordered Goods Need Not Be Returned

The Post Office Department has advised inquirers that they are under no obligation to return unordered merchandise received through the mail. This advice resulted from the many complaints received as the result of the activity of the Mississippi Valley Knitting Mills, St. Louis, which sent out packages of unordered neckties through the medium of "Necktie Tyler, the blind salesman," attempting to sell their neckties by enlisting the sympathy of the recipients of the packages.

After its failure this company stated that 1,300,000 packages of ties had been sent through the mails unordered.

### Motor Production Shows Gain in May

The production of the members of the National Automobile Chamber of Commerce, which excludes the Ford output, for the month of May, was 342,082 cars and trucks. This represents a gain of 18 per cent over the total for May, 1926. During the first five months of this year, members of the chamber manufactured 1,454,673 vehicles, against 1,295,765 in the same period of 1926.

### Armstrong Cork to Advertise New Product

The Armstrong Cork Company, Linoleum division, Lancaster, Pa., has developed a new type of rug called Armstrong's Quaker-Felt Rug. An advertising campaign to introduce the new product will start in the middle of June. Color pages in weekly and monthly magazines will be used.

### Appointed by Lord & Taylor

Lord & Taylor, New York, have appointed Olmstead, Perrin & Leffingwell, Inc., advertising agency of that city, as general advertising counsel. Newspapers and magazines are being used.

# "The Great Drawing Power of The World"

DAVEGA  
United Sport Shops

New York City  
May 27, 1927

The World,  
Pulitzer Building,  
New York, N. Y.

Gentlemen:

We take pleasure in calling to your attention the splendid results which we obtained from our two trial advertisements in *The World*—namely our Auto Slip Cover ad which ran on Sunday, May, 15th, and our Golf Club ad which ran on Tuesday, May 17th.

These results have proved to our Advertising Committee the great drawing power of *The World*, and we have decided to set aside an appropriation to cover future advertisements in *The World* on a larger scale.

Yours very truly,

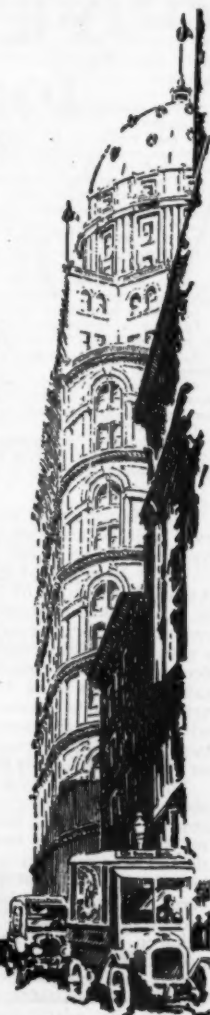
DAVEGA, Inc.

ABRAM DAVEGA (signed)  
President.

**The**  **World**  
NEW YORK

Pulitzer Building  
New York

Tribune Tower  
Chicago



## Rules for 1927 Harvard Advertising Awards

THE awards to be made in the 1927 contest of the Harvard Advertising Awards are practically the same as those announced for the previous year. There will be four classifications, grouped as follows:

1. For distinguished services to advertising:

A gold medal to be awarded to the individual or organization deemed by the Jury of Award to merit recognition.

2. For advertising campaigns:

Four prizes of \$2,000 each. Only campaigns directed primarily through newspapers or periodicals may be submitted. These awards will be made:

(a) For a national campaign;

(b) For a campaign of industrial products, primarily through the use of industrial, trade or professional journals;

(c) For a local campaign;

(d) For a campaign executed locally in cities of 100,000 population or less.

3. For scientific research in advertising.

4. For distinguished individual advertisements, four prizes of \$1,000 each, for the most effective use of:

(a) Text;

(b) Pictorial illustration;

(c) Combination of text and pictorial illustration;

(d) Typography.

In the fourth group no advertisement will be awarded more than one prize.

At the discretion of the Jury of Award, two awards of \$2,000 may be made in the national campaign group: one for the campaign of a general or institutional character deemed best; the second for the campaign considered best in advertising specific products. Likewise, in the local campaign group, two \$2,000 awards may be made on corresponding considerations.

The jury, if it deems it advisable, may also make two \$2,000 awards for scientific research: one for the advertising research considered most conspicuous because it brought about economy or secured efficiency in advertising by producing information of general value in furthering the knowledge and science of advertising, or one which has reduced or precluded unwise and wasteful expenditure in a specific advertising program.

No research may receive both awards.

Awards may be made to either an individual or an organization or jointly to two or more organizations or individuals. Awards for material submitted by an advertising agency ordinarily will be made to the agency and its client. Campaigns to receive consideration must be accompanied by briefs describing the campaign.

Advertising appearing during the period from January 1, 1927, to January 1, 1928, is eligible for consideration. Entry closes at 5 p. m. on December 31, 1927.

Detailed information on general provisions governing the submission of material may be had from the Harvard Advertising Awards, Soldiers' Field Station, Boston.

The awards are restricted to newspaper and periodical advertising and to advertising research done in the United States and Canada. They cover only such activities as are entered for the consideration of the Jury of Awards.

### W. S. Crawford Knighted

William S. Crawford of W. S. Crawford Ltd., London advertising agency, has been knighted for his services in connection with the Imperial Economic Committee and the Empire Marketing Board.

Sir William is chairman and governing director of W. S. Crawford Ltd., vice-chairman of the publicity committee of the Empire Marketing Board, member of the Imperial Economic Committee, chairman of the convention committee of the forthcoming advertising exhibition and convention, which is to be devoted to Empire trade, and president of the Thirty Club of London.

### O. N. T. Thread Account to The Blackman Company

The Spool Cotton Company, New York, Clark's O. N. T. thread, has appointed The Blackman Company, New York advertising agency, to direct its advertising account.

### Appoints Seattle Agency

The Nagelvoort-Stearns Cadillac Company of Seattle, Wash., has appointed the Western Agency, Inc., Seattle, to direct a newspaper and outdoor campaign throughout Western Washington.

# And then -- New Orleans had her Furniture Show!

Following New Orleans' most successful automobile show comes New Orleans' first Furniture Show,\* and with the reverberations of automobile dealer enthusiasm are mingled the loud hosannas of the New Orleans Retail Furniture Dealers' Association.

New Orleans, the city of homes, has come and seen and bought—furniture for cottages and furniture for mansions—for New Orleans has the money and likes to be encouraged to spend it.

## The Times-Picayune

**In New Orleans**

Daily 87,290

Member Associated Press

Sunday 125,721

Member 100,000 Group of American Cities, Inc.

Representatives: **CONE, ROTHENBURG AND NOEE, INC.**

Pacific Coast Representatives: **R. J. BIDWELL CO.**

\*Presented by the New Orleans Retail Furniture Dealers Association,  
May 28th to June 4th.

# Savings Banks, Homes Can't break



WALTER P. CHRYSLER, Chairman Chrysler Corp.  
(from "86% of America")

(All marketing eyes are turning to a new presence in their midst—the American Wage Earner. With an income increase of over 240 per cent in the past 12 years, he is now a prospect for advertised goods. Comprising 86% of the population of America, he holds the balance of power that may make or break the commercial leaders of Tomorrow.

... 31 of the nation's leading thinkers have written a book about the Wage Earners' new potentialities. It is entitled "86% of America" and is being sent to business men, upon request. An excerpt from

Mr. Chrysler's contribution to this book is reproduced below.)

"THE so-called Wage Earning class, which is experiencing a larger income than ever before while commodity prices are lower, is enjoying its prosperity sanely and wisely. It is depositing money in savings banks in larger amounts than ever before, is participating in building and loan associations in great numbers, is investing more money in life insurance, is building more homes and buying more motor cars than before and still

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# and Motor Cars

## Writes Them *W. P. Chrysler*

has enough to buy moderately priced luxury goods. American standards of living continue to get higher, and these new standards are approached by means of increased income. With higher standards and larger income comes the desire for the better things of life."

### *An Entirely New Market*

When a desire for the better things of life is sensed by 86% of America, business history is in the making!

Heretofore only the downtrodden force that turned the wheels that the world rode by on, the American Wage Earner is today the most important marketing factor in the country.

Intrinsically human, individually prosperous and collectively constituting 86%



of America, he has within his grasp the power to build or kill great national enterprises.

The business that would lead tomorrow must make him its customer; must place before him its advertising.

Yet, of all the great national magazines, he reads ONLY ONE—True Story. The older magazines, edited avowedly for the middle classes—where they pile up, two, three and four to a home—do not reach him. He reads only True Story. To reach him, magazine advertisers MUST use True Story.

Send today for "86% of America," the new book about this vital Wage Earning market. Address, True Story, 1924 Broadway, New York City.

## 86% of America



ISOLATE, for a moment, the Wage Earning masses as marketing possibilities. These families will be found to comprise 86% of America!

With bricklayers making \$14 a day, and other trades in proportion it is easy to understand why their wives can afford to spend 41 billions of dollars a year for food-stuffs, nearly 8 billions of dollars a year for housefurnishings, and proportionate amounts for other staples and moderately priced luxuries.

It is but natural that more people now pay more money for True Story at the newsstands than for any other magazine in the world.

True Story's democracy of editorial appeal has made it the only great national magazine tapping 86% of America. Magazine advertisers MUST use True Story to sell this new market!

# True Story

The ONLY Magazine.  
They Read

Writes the Western Advertising Agency: "True Story is now producing inquiries at a lower cost than any other publication on the Johnson (floor wax) list." (These people are seeing Johnson magazine advertising for the first time in their lives!) Some other advertisers who are insuring national leadership by selling the Wage Earning market (86% of America), through the ONLY great national magazine that taps it: Postum Co., Inc., The Fleischmann Co., Eastman Kodak Co., Lever Bros. Co. (Lux Flakes & Toilet Form), Cellucotton Products Co., R. L. Watkins Co. (Mulsified Coconut Oil & Glostora), Lambert Pharmaceutical Co. (Listerine & Listerine Tooth Paste), Aladdin Co. (Ready Cut Houses), Mennen Co., Northam Warren Co. (Creme Eucaya & Cutex), Spool Cotton Co., L. C. Smith & Corona Typewriters, Inc., Chesebrough Mfg. Co. (Vaseline), Zonite Products Co., B. F. Goodrich Rubber Co. (Zippers).

WHEN you select the best farm families in the better communities throughout the Agricultural Sections—

You also naturally select the medium through which to reach them—

# THE Dairy Farmer

*"The National Dairy Farm Magazine"*

E. T. Meredith, Publisher

Des Moines, Ia.



# How Much Service Shall the Agency Give the Advertiser?

Agency Service Should Be Limited, This Agent Thinks, Only by the Answer to the Question: "What Will Produce Sales?"

By Henry T. Ewald

President, Campbell-Ewald Company

**I**N the matter of service designed to facilitate the selling of merchandise, it is my belief that the advertising agency should go as far as its advertiser-client will allow it to go. In other words, the agency's function, not to say duty, is to do anything and everything that may be done legitimately to sell more goods.

During the last year I have read in the *PRINTERS' INK* Publications some interesting references to this subject. Certain advertisers have been somewhat inclined to question the economic correctness of the commission system. Some have suggested that the agent might possibly be making too much money out of his 15 per cent of the gross expenditure for a campaign—particularly when the appropriation reaches the large figures that are not uncommon in advertising today. On the other hand advertising agents have expressed the thought that the agency's work was done when it thought through the merchandising possibilities for a commodity, got all the necessary market data upon which to proceed with the selling, laid out the advertising campaign, placed the copy and evolved the general merchandising plan on which to proceed.

Looking back over my own experience as an advertising agent, and having in mind that of many other agents with whom I have come in contact in the American Association of Advertising Agencies and otherwise, I can say that when the first question arises it is generally because the agency is not given, or does not make, an opportunity to do its full part. If there is any justification at all, in an individual case, for an advertiser to think his agent is realizing too much money for the work he

does, it often follows that the client is not making full use of the facilities the agency provides for him. And, speaking to agencies which believe in limited service, I think an agent's work is only started when he thinks through and lays out a merchandising plan. He ought to be ready to do anything legitimate and proper that will result in the plan being executed. Who is better fitted to help carry a merchandising idea through to success than is its creator?

There is plenty of honest difference of opinion as to how far an agency should go to this end. All high-minded agents—and it promises exceedingly well for the country's business future that there are so many of them—take a great deal of satisfaction in subscribing to a certain professional code of ethics which provides for honesty and decency in competition. An agent who improperly divides commissions with his clients, who cuts rates as a means of getting business, is rightfully looked upon with suspicion by advertisers and publishers alike. The commission system is right only in so far as its integrity may be preserved. The unyielding stand of publishers in this respect has been a great force in keeping the agency part of the advertising business on a uniformly high plane.

Those thoughtful agents who advocate the establishment of a deadline, so to speak, beyond which the agency shall not go in its extension of service to the advertiser do so, for the most part, because they want to avoid the very appearance of evil. It is not so much that they want to keep down their overhead cost and thus increase the size of the net results from their 15 per cent. Agents have said in *PRINTERS'*

INK, with a considerable show of logic, that if an agency does not have rather a rigid policy in the extension of what might be termed extra service, it might in time be called upon to exercise a great number of functions that belong to the business itself—the functions, for example, of the sales manager, credit manager and even have a considerable hand in the manufacturing. These extra services are said to constitute “plusages” which really amount to rate-cutting, in addition to their inevitable effect of detracting from the manufacturer's ability to run his own business.

I am disposed to take exactly the opposite view. I do not believe these plusages, so-called, are to be even remotely associated with rate-cutting. It is my honest belief that thoroughly ethical advertising agency service can be extended with the utmost propriety to absolutely anything and everything connected with the business directly or indirectly related to the increasing of sales volume. If, operating upon such a basis, the agent does not make enough net money out of his commission, the obvious remedy is to increase his own volume of business and thus cut down his overhead in proportion. The law of volume works exactly the same way here as in the selling of a stock of goods at retail or in distribution by the manufacturer or jobber. Most clients are reasonable and will permit an extra service charge if the net money out of the commission does not compensate the agent.

The advertising agency business has gone a long way in the last few years. It has increased enormously in efficiency, understanding of the fundamental laws of selling, financial standing and in many other desirable respects. There yet remains to be brought about a situation wherein the advertiser and the agency shall work in closer harmony, each giving to the other its full confidence and each using the other's facilities more completely to the end that sales may be increased. In the failure to do this in its logical way we

see one of the most prolific sources for the waste that now scourges merchandising—a waste that positively has to be overcome. When an agency is not altogether worthy of an advertiser's utmost trust, or when the advertiser misjudges the agency to an extent that causes him sharply to limit its functions in his behalf, there is an overlapping and a duplication of effort that can hardly be anything else but wasteful. This is why I say that an advertising agency should be willing to do anything—anything legitimate, of course—that its clients may ask of it or that they are willing for it to do. I am not prepared to admit that this will build up a system of plusages that will cause grief later. Certainly, in no event, does such a system constitute unfair competition.

#### ADVERTISING SHOULD BEGIN IN FACTORY

What are some of the things the agent should be willing to do?

I am reminded of a recent assertion in *PRINTERS' INK* by Dr. A. J. Schedler, chief chemist of the Pabst Corporation, to the general effect that the place for an advertising campaign to begin is in the factory and the laboratory. *PRINTERS' INK's* report of the Association of National Advertisers' convention in Detroit quotes Charles F. Kettering, president of the General Motors Research Corporation, in much the same vein. Mr. Kettering said that the engineer, the sales manager and the advertising manager should work together in their interpretation of what people need and later in the proposition of merchandising it to them. These two gentlemen of science have given voice here to a great merchandising principle that should be prominently displayed over the desk of every manufacturer in America—and also every advertising agent.

A commodity, if it is going to be successfully sold with a minimum of waste, should be made from the standpoint of the expert marketer. The idea behind it, as Mr. Kettering suggests, must come from a correct interpretation of a



## **"News of Florida"** *from The Florida Times-Union*

**V**ARIOUS high spots in the affairs of Florida are included in the unpretentious four-page news bulletin which we publish each week for the benefit of our advertisers and prospective advertisers.

If you are interested in what is going on and going ahead in Florida and if you are not now receiving our "News of Florida," drop us a line and we shall be glad to add your name to our mailing list . . . without charge, of course.

**The Florida Times-Union**  
JACKSONVILLE, FLA.

---

human need of some kind that can be filled with profit to the buyer and the seller. Consequent improvements, refinements and additions should be made on the same basis. Who is better fitted to do this than the advertising manager or the advertising agent who really knows his business? And if the advertising agent, with his broad viewpoint of the whole marketing process, can advise expertly in the manufacturing problems of his clients, why should he not be ready to extend that help? Also, why should he not be invited or allowed to extend it? If an automobile manufacturer is a client of his, he should be on intimate terms with that manufacturer's engineering department as well as with his sales manager and advertising manager. He should be thinking in terms of making the product as well as of marketing it. For, after all, thoroughly successful manufacturing is nothing more or less than visualizing a need or a want and then making and selling goods of a type that will meet this need or want.

#### MODERN VIEW OF ADVERTISING

Manufacturing formerly was a process of making something that somebody thought there was or might be a need for and then turning it over to sales and advertising men, trusting to their ability to find or create a market. The modern view—and here is where the advertising agency comes in—is to visualize the market first, fashion the commodity to correspond and then change it as subsequent contacts with the market shall show to be wise.

And then, the agent should offer such service to his client as shall enable advertising to function in all its elements. Take direct-mail advertising. This valuable medium, which often can have an important part in rounding out an advertising campaign so as to induce symmetry and effectiveness, has been obliged to operate under a considerable handicap—the handicap being caused, in many cases, by the advertising agent's disinclination to give it the same thoughtful attention that he ex-

tends to other branches of advertising. The reason is that, under the present system, if a client's direct-mail advertising is administered by the agency, it sometimes constitutes another of those "plus-ages" that it seems to be the fashion to try to keep away from.

I assert that if direct-mail activities have an essential or a desirable part in an advertising campaign, the agent should be ready and willing to take charge of them and give them the same expert attention he accords to any part of publication advertising which pays him his regular commission. He should write booklets, broadsides, letters, or any ordinary variety of direct-selling literature and carry the whole process through to its ultimate conclusion. Any printing or production cost involving operations which have to be done outside the agency's direct-mail department should of course be paid by the client. And the cost should be billed to the client at net rates. To avoid any possibility of misunderstanding it is better to have the printer bill the client direct. A service fee for extra work on direct-mail can be arranged for with the client.

In the case of a catalog involving much expert labor with consequent additional cost, it is only fair that a special arrangement be made with the client, which shall at least enable the agency to come out even. But in all the ordinary divisions of direct mail the agent should be equipped to give the client his very best advice without compensation other than that realized by him from his commission on the gross appropriation.

I can readily see where this view of mine may be subjected to criticism or perhaps misinterpretation. Anticipating such, I now declare that it cannot properly be construed as rate-cutting or in any way related to indirect rebating. The agent, the same as the advertiser, must build for the future. I do not need to set forth here the law of cumulative returns and effects. This is generally understood and an increasingly large proportion of the country's adver-

# FIRST *in* NATIONAL ADVERTISING

## *In Total Volume*

In total volume of national advertising, daily and Sunday, The New York Times has consistently maintained its supremacy over all New York newspapers, morning or evening. In 1926 The Times published 7,953,367 agate lines, an excess over any other New York newspaper of 1,300,923 lines.

In five months of this year The Times published a total of 2,839,005 lines of national advertising, 407,036 lines more than any other New York newspaper, morning or evening.

## *Daily in the Morning Field*

In May The New York Times printed in the daily editions alone 324,572 agate lines of national advertising, a greater volume than any other New York morning newspaper.

The Times holds the leadership among all morning newspapers in New York in national advertising for the five months this year in daily issues, having published 1,393,811 agate lines.

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*The New York Times is preferred by national advertisers who seek to establish their products in the world's greatest market—the New York metropolitan area.*

---

# The New York Times



## Once an Orchid was an Orgy!

Remember that first orchid?

Hit the old wallet hard, didn't it? But then, maybe the occasion warranted such an orgy of extravagance.

Funny how times have changed.

You can buy all the orchids you want now, and never bat an eye.

And it's just like that with lots of things. What yesterday you would have rated rank extravagances today you look upon as mere every day necessities.

Well, did you ever stop to consider how many there are just like you? Lots of folks have been making money.

A decade ago there were just a few hundred thousand who moved in the orchid-buying group. Today that class has grown to several million!

They buy the motor cars, the automatic refrigerators, the period furniture, the select branded goods of every description. They've got the money, and they just will have these things.

If you are a manufacturer of a quality product, you have got to talk to millions! Just a hundred thousand, more or less, won't do.

Cosmopolitan goes monthly into the homes of a million and a half of the very class we have been talking about.

These homes are situated in the 2787 towns and cities and wealthy suburbs where over 80% of the Nation's business is concentrated.

Cosmopolitan goes to this class of luxury buyers today for the same reason that it went to them yesterday. It is written to them, favored by them, bought by them because its editors have planned it that way. They know what these sophisticated people want in the way of reading matter, and select the contents of Cosmopolitan accordingly.

That this luxury buying class has expanded to its present proportions is entirely consistent with the Nation's unprecedented prosperity. It is Cosmopolitan's good fortune to be in such high favor with them.

Is it necessary to point the manufacturer's opportunity in such a combination?

*Let a Cosmopolitan representative give  
you more complete information.*

### *Advertising Offices:*

326 W. Madison St.

Chicago, Illinois

119 W. 40th St.

Gen'l Motors Bldg.  
Detroit, Michigan

5 Winthrop Square

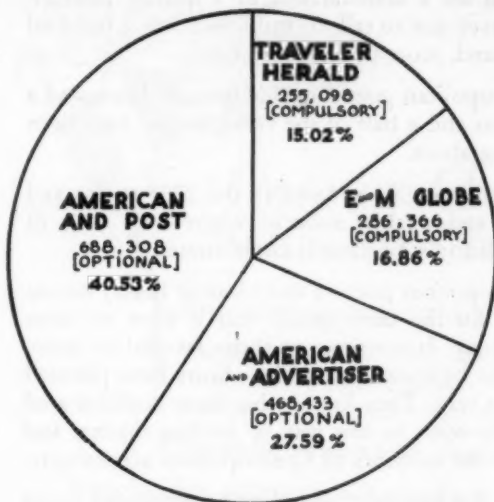
Boston, Mass.

625 Market Street

San Francisco, Cal.

No. 27 in a Series

## Readers Dictate Combinations



Readers of Boston make up their own newspaper combinations.

Only National Advertisers are forced to buy—or not to buy—certain arbitrary morning and evening combinations.

This chart shows how such *compulsory* combinations compare with *optional* combinations.

### Boston American Boston Advertiser

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tising is being administered on such a basis. But it is interesting to consider that this law can work just as well for the agent's benefit as for that of the advertiser. In other words, it is the agent's privilege to do everything proper to build the business of his clients. He may not collect for all of it on the spot. But in executing these plusage services to round out an advertising program and make it perform at its maximum, he is actually laying up future profits for himself that will come from increased expenditures as the client's prosperity grows. Speaking then from the cold-blooded standpoint of dollars and cents, I think the agent can well afford to make such an investment.

Another service which I think the agent can well afford to perform is that of helping his client maintain constant and profitable contact with his trade. This thought comes to me as I contemplate the operations of travel service men which certain agencies employ.

Each traveler has, quite likely, a certain specified section of the country to cover. He visits each principal town in his territory several times a year. Besides maintaining a close check on the newspaper and outdoor advertising of the client, he calls on all the newspapers and all the manufacturer's dealers. The relationships thus developed are of considerable, even though not at once tangible, value. For example, he gets first-hand ideas as to the public's reaction to a client's product and the dealer's opinion as to the value of the company's advertising.

#### A MATTER OF EDUCATION

The travelers soon find themselves growing into new responsibilities, one of which is helping the dealers to use the factory-furnished aids. This is largely a matter of education.

The case of a dealer in a remote New England village is in point. Noting that the dealer's showroom was bare of posters, the traveler inquired about them.

"I don't know of any posters," the dealer said, "unless," pointing

to a dust-covered pile of bundles in a corner, "you mean those things."

Ripping open the packages the traveler found the missing posters. The dealer was glad to use them, and made it plain that no more would be wasted.

Another way in which the travelers have been able to help the dealer is in pointing out methods of capitalizing local events, thus keeping the product before the public in a favorable light at all times.

The field men turn in detailed reports on such diversified topics as crop outlook, employment, construction, business and banking, and all other factors having any conceivable bearing on the markets of today and tomorrow. Their reports constitute a view of the basic conditions in industry, business, agriculture and finance in all parts of the country.

#### AGENCY MUST GROW

Advertising has come to be recognized as the greatest force in modern business. It has grown from a small beginning. The agency, being the interpreter of merchandising, has a similarly important place in the economic scheme. But the agency, if it is going to perform in this manner, must grow with advertising and if it wants to do this in the fullest sense it must look beyond its immediate commissions.

The point of the whole matter is that the merchandising problem of a manufacturer is so closely interwoven with his advertising in all its phases that a complete advertising job cannot be done unless all phases of the proposition are carefully correlated. For this reason the agencies must function further than the preparation and placing of advertising copy. This is why the modern agency wants to maintain research, field service, outdoor publicity and direct-mail departments in addition to the others. These services are all necessary if a complete advertising job is to be done. Naturally the agents must be paid for them. If the return from an account on a commission

basis is not sufficient to pay for all this, the average client is fair enough and values the service high enough to adjust the compensation so that the agency can make money on its work.

### Syndicate Buying Has Become Hardship to Distribution

RICHARDSON DRY GOODS CO.  
ST. JOSEPH, MO.

Editor of PRINTERS' INK:

I have read the article in the May 12 PRINTERS' INK entitled: "Will Syndicate Buying Ruin Advertised Brands?" and I agree with the author of this article.

It is my honest and candid opinion that syndicate buying has reached the point where it is working a hardship on the present method of distribution. If it continues to grow there is no doubt in my mind that it will have a very detrimental effect on advertised brands of any class of merchandise whatever.

Today the group buyers, I believe, have some little advantage over the merchant who makes his purchases in the regular way—viz: buying his needs through his natural source of supply.

Some stores today, I am certain, are using the wholesaler merely as a shock-absorber. It would be an entirely different situation if the retailer was forced to make all of his purchases through the syndicate and had no place to go in case of emergency. I don't think that such a condition will ever take place, for it is absolutely necessary that merchandise must be made in advance of actual requirements and must be stored in parts of the country where it will be accessible to those who need it. I am convinced, however, that if conditions were to go on as they are today, or even become more acute, the wholesaler could still continue to secure from these immediate requirements enough of the business to justify his existence. His volume would of course be very materially reduced, in which event his profits would necessarily be very much larger. He would have to be paid adequately for the service rendered.

So after all, if the middle man were to be removed from the picture entirely (which I don't think he ever will be) no one would suffer quite so much as the general public itself. To bring out my point, I have in mind now certain localities of considerable area where the business is actually controlled by a few stores under the same ownership. It is possible in this case for those stores to handle only such items as they see fit. There is no other place to go, except at great distance, to buy anything except what these stores carry. This, I know, is not satisfactory from a standpoint of service or economy either.

The merchants in this country have always been in position to give the consumer pretty nearly what he wants, when he wants it, at a price that was fair and legitimate. That was under the regular plan of distribution, and every-

body was pretty well satisfied. If the syndicate system should continue to grow and the purchasing power of this country is placed in the hands of a very few there is no question in my mind but what advertised lines will feel the effect of it very materially. I think they are feeling the effect of it now, for it is my honest and candid opinion that there is less of this class of merchandise featured by the syndicates each year.

FRED R. CASTLE,  
President.

### Deaths of R. L. Terrill and L. F. Stoner

Robert L. Terrill and Lowell F. Stoner were drowned on June 5 when their boat was capsized in a sudden squall on Long Island Sound, N. Y.

Mr. Terrill, for two years with the Association of National Advertisers, New York, was in charge of research. He was thirty years of age.

Mr. Stoner, for the last five years in the sales department of Colgate & Company, Jersey City, N. J., was twenty-six years old.

A third companion, Basil H. Pillard, of the Corman Company, Inc., also was thrown in the water, but was rescued by a passing yacht.

### "American Motorist" Appoints Joseph Kunzmann

Joseph Kunzmann has been appointed business manager of the *American Motorist*, Washington, D. C. He was at one time assistant advertising manager of The Capper Publications, Topeka, Kans., and later was an executive with Thomas F. Logan, Inc., New York, which was succeeded by Lord & Thomas and Logan, Inc.

### A. W. Anderson Joins Capehart-Carey

A. W. Anderson has joined the Chicago office of the Capehart-Carey Corporation, advertising agency. He was formerly advertising manager of *America's Humor Magazine* and the *Radio Digest*, Chicago, and at one time was manager of the merchandising service department of the *Chicago Tribune*.

### Vacuum Oil Net Profit Reported

The Vacuum Oil Company, New York, reports a net profit of \$24,133,655 after charges and Federal taxes for the year ended December 31, 1927. This compares with a net profit for the same period of 1926 of \$24,230,091.

### Appoints Thomas F. Clark Company

The St. Petersburg, Fla., *Independent* has appointed the Thomas F. Clark Company, Inc., publishers' representative, as its national advertising representative, effective June 30.

# NATION'S BUSINESS

June



1927

**Cut Taxes, Pay Debts or  
Spend ?** *by Ogden L. Mills*

**China's Silks and Iowa's  
Pigs** *by William C. Redfield*

**The Farming East Fights  
Back** *by Ralph D. Hetzel*

*Map of Nation's Business, Page 46*



Published at Washington by the Chamber of Commerce of the United States

A QUARTER OF A MILLION CIRCULATION

*Authoritative . . . . .*

"Nation's Business speaks with a voice of authority, for there is nothing in it that has not an authoritative source." — PAUL SHOUP,  
Exec. Vice-President, Southern Pacific Railway.

# Use the Rule of Reason on Letter Writing Rules

Rules for Letter Writing Are Simply a Statement of the Methods of Good Letter Writers

By Lawrence C. Lockley

Correspondence Counselor, First National Bank of Los Angeles and Pacific-Southwest Trust & Savings Bank

THERE are, Ed Wolff tells us in the May 19 issue of *PRINTERS' INK*, too many rules for letter writers ("Are There Too Many Rules for Letter Writers," page 69). Unless I mistake Mr. Wolff's point, he tells us that we should cast all rules to the wind when writing letters and write—well, just write good letters.

I cannot help but wonder if Mr. Wolff doesn't make a mistake in his analysis, and if he knows what he means by rules.

There are some men who, with little or no instruction, can step up to a golf ball casually and whack it on the nose so hard that it takes a hyperoptic caddy to locate it. There are others who approach the ball with a ponderous ritual of timed swing and follow through. Strangely enough, many of these ritualists equal the best of the whackers. One group is made up of natural golfers, who do intuitively the right thing. The others have learned by rule. And all the rules that the golf professional forces on his less apt pupils are merely leading strings that help them to do what the natural golfer does without training and without conscious following of rules.

The same condition holds true for any work that depends on ability, with any work that is not entirely routine. Letter writing is no exception. Many business men are able to write into their letters a rugged sincerity that compels conviction. But for every man who can casually turn out an effective sales message, there are a hundred who can not. Some acute French writer has said: "The good Lord gave us language with which to conceal our thoughts from each other." These many

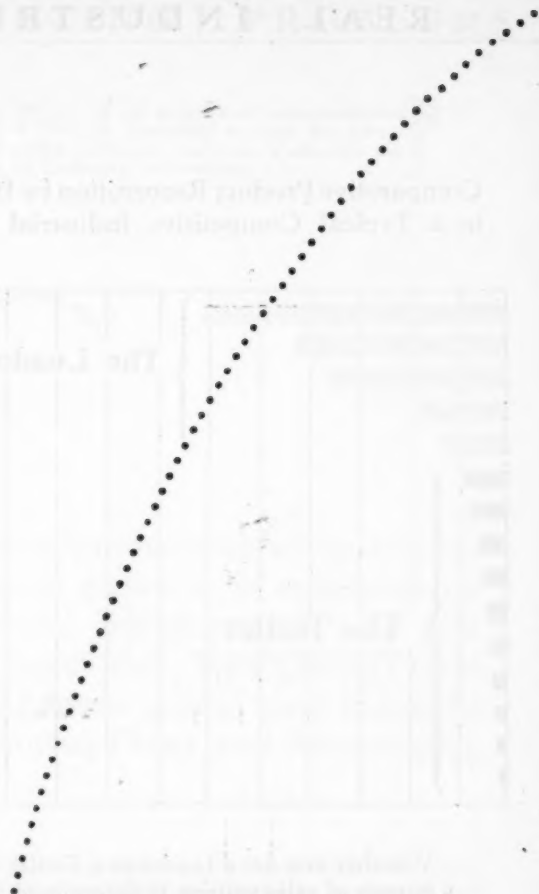
inept letter writers offer us daily proof of the saying. No matter how strongly they feel a proposition is advantageous, they cannot convince readers of its merit.

We must remember, if we are to consider rules and letter writing, that word carpentering in letters is often over-emphasized. Particularly in selling letters, expression must take a back seat to the threefold goal of putting the right proposition before the right group of people at the right time. Any letter that does this, even though it be crudely written, stands an excellent chance of success. Any letter, no matter how suavely phrased, that overlooks one of these three fundamentals is foredoomed.

Therefore, the importance of letter workmanship is relative. The fact remains, though, that, under similar conditions, the good letter outpulls the poorer letter. The poor letter, then, sent out under favorable conditions must not be compared with the good letter sent out under unfavorable conditions if we want to reach an accurate conclusion.

## RULES ARE GUIDES TO BETTER ACCOMPLISHMENT

Now rules for letter writing are simply statements of the methods and products of good letter writers. They attempt to guide the thinking of the inept letter writer until he has formed habits of thought that allow him to write directly, sincerely, tactfully and suggestively. They are no more than scaffolding for the developing of mental processes of men who do not instinctively write effective letters. They are a means of learning, *if and when learning is possible.*



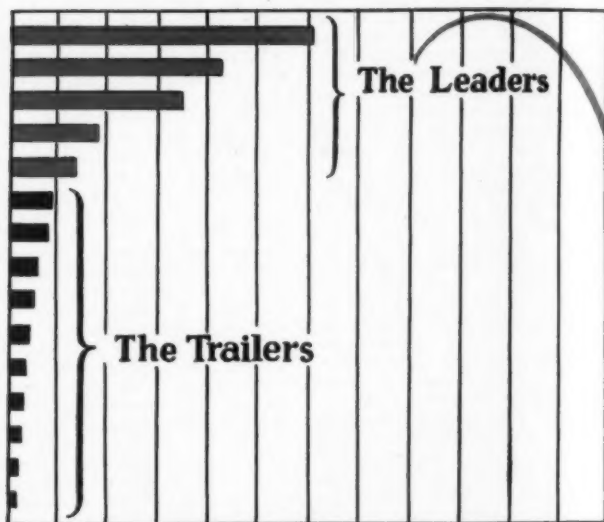
**Los Angeles Times is delivered to more homes than any other Los Angeles newspaper.**

---

Eastern Representative: WILLIAMS, LAWRENCE & CRESMER CO., 285 Madison Ave., NEW YORK—  
360 North Michigan Blvd., CHICAGO.

# REAL INDUSTRIAL

**Comparative Product Recognition by Buyers  
in a Typical Competitive Industrial Field**



Whether you are a Leader or a Trailer in pursuit of sales volume is determined by the degree of **RECOGNITION** granted your product by Real Industrial Buyers.



## McGRAW-HILL PUBLISHING COMPANY

New York

Chicago

Cleveland

St. Louis Philadelphia

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## MARKETING PROBLEMS

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**[** No. 1 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising. **]**

When your product is recognized as a Leader it means it is registered on Industrial Buyers' minds. To gain and hold this **RECOGNITION** should be the goal of your Industrial Marketing Plans and Advertising.

McGraw-Hill's new book, "Industrial Marketing at Work," shows how to build the industrial marketing plan to gain and hold recognition and its attendant sales volume. A copy will be delivered to any executive responsible for sales and advertising to Industry.

**L PUBLICATIONS**

Louis Philadelphia

San Francisco

London



Of course, there have been sets of rules for writing that do little but mislead. When better letters were a fad, a good many charlatans rode to a passing prosperity by giving us pseudo-scientific rules which, if followed, were to make us all into master letter writers. Anyone of sane judgment will admit that whatever rules there are that are helpful will be simple, concrete, and free from flummery. Likewise, though they may be ever so helpful they will not make a clumsy, bungling mind into a definite, clear, and incisive thinking mind.

Moreover, just as a half dozen doctors will prescribe differently but with equal success for a disease, so writers can draw up various sets of suggestions for letter writing. But Heaven help the patient or the letter writer who tries to employ all at once! However, the definite attempt to follow out the lines of thinking suggested by any honest table of suggestions will improve the novice letter writer's work.

For the practiced letter writer to pin on the wall in front of his desk a set of rules that he decides to follow is folly. Such a literal adherence to formalized routine will make an Old Man of the Sea out of the rules and will get one into the habit of writing a type of letter that is to natural and free letters as "school ma'am English" is to the nervous, idiomatic tongue that our best copy writers use. Again let me say that rules for letter writing, like all other rules of process, are primarily an aid in learning, and that they serve the proficient performer at best as a check on his work.

My own work as a correspondence counselor has given me a greater tolerance toward rules than I ever had when my sole contact with letters was writing them. I have found that—with the exception of those rare individuals whose knack for letter writing is seemingly inherent—letter writers have to be given directions or rules. "Inspiration" does little more than make the typical dictator vaguely uncomfortable. Any improvement that comes to Mr.

Average has to come as the result of simple, concrete, followable directions. I have found nothing better than this "plan chart":

1. What is the purpose of the letter? Decide before you write just what you want to accomplish—just what the actual message is.
2. What correspondence has gone before? What is the background of the letter? Is it worth while to read over the file of correspondence?
3. What idea can you find to begin your letter that will immediately arouse your reader's interest? There must be some aspect of the situation that will make a good opening wedge. Can you find it?
4. What is likely to be the recipient's attitude? Are you asking something he will want to do? Must he be persuaded? How much does he know about it?
5. Why is it to his advantage to do what you want him to do? There are always some advantages to a given course of action. Can you pick out concrete advantages to the reader in this case?
6. What information does he need to make his decision? He may not know as much about the subject as you do. Can you give him enough information to allow him to make a decision?
7. What final idea or "hook" can you put in the letter that will help to arouse the recipient to immediate action?

Possibly I dignify this table of suggestions too much by calling it a set of rules. Yet it says as much as any other that I have found—and, what is more important, suggests nothing that Mr. Wolff, I am sure, does not now do. The seven points are not arbitrary, semi-Mosaic laws; they are a description or blue-print of the good letter.

Let us, then, bear a little charity toward alleged "rules." They may be, and doubtless often are, narrowly and pedantically applied. But they do help Mr. Average, and Mr. Average is most of us.

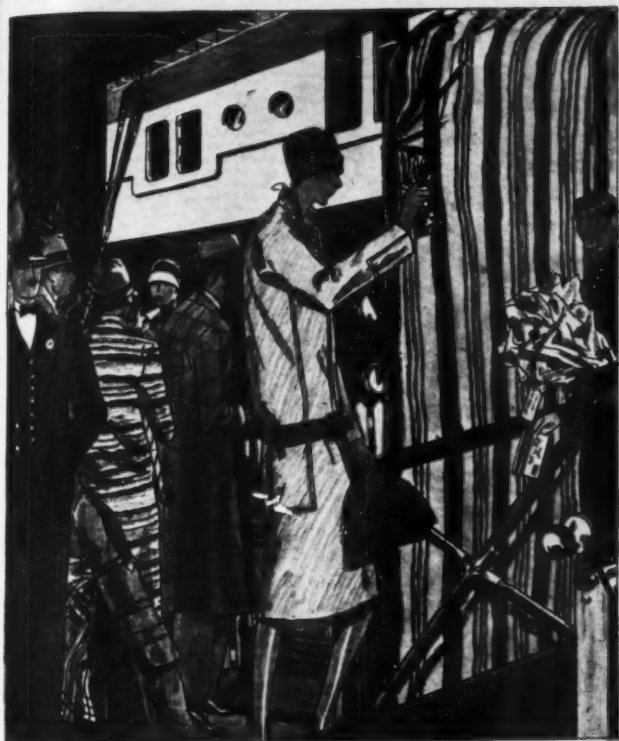
### Mullins Body Net Profit Higher.

The Mullins Body Corporation, Salem, Ohio, reports a net profit for the quarter ended March 31, 1927, after charges and Federal taxes, of \$129,821 against a net profit for the same quarter of 1926 of \$92,576.

### Joins "Poultry Tribune"

Ivar Mattson, recently advertising and sales manager of the Consolidated Products Company, Chicago, has joined the *Poultry Tribune*, Mt. Morris, Ill. He will be in charge of advertising.





*Drawn by LESLIE SAALBURG for Delineator*

*For them—*  
a magazine *must* be  
smart to be practical

---



But what woman has done to many long-established industries is a tale to make bankers weep and economists tear their hair. Never in the history of mankind has woman undergone so complete a transformation — social, political, moral and sartorial—as in the last decade.

EARNEST ELMO CALKINS  
*in The Atlantic Monthly*

**Y**ES, woman has changed!

And Delineator has changed, too, to meet woman's new, increasing demands.

For women of today are constantly asking, "What is new? What is unusual? What is smart?"

FOR them, these modern women, Delineator has enlisted the foremost artists to give sparkle and color to its pages—Helen Dryden, Bernard B. de Monvel, Edmund Dulac, Henry Raleigh, many others.

For them, Delineator is emphasizing the present trend in house furnishings and decoration.

For them, Delineator has established a complete Home Institute, under the expert direction of Mildred Maddocks Bentley, a nationally recognized authority on household management.

For them, Delineator seeks superlatively good fiction, authoritative fashions, the latest news of running a home with charm and with efficiency.

BECAUSE for them, these hundreds of thousands of modern American women—

A magazine must be smart to be practical.

*And every month more advertisers are co-operating with Delineator in its purpose — to further the Art of Gracious Living*

# Delineator

Established 1868

THE BUTTERICK PUBLISHING COMPANY



## A Definite Note Regarding Progress

The current June Delineator shows an increase in advertising lineage of 32.6% over Delineator of a year ago.

The first six months of 1927, compared with the first six months of 1926, show an average increase of 30.3% in advertising lineage.

# There's a "Sixth Sense" Yardstick Too

Magazine Space Buyers Must Consider That Elusive Thing "Editorial Influence" as a Part of "Prestige"

By Roger F. Owsley

Magazine Space Buyer, George Batten Company, Inc.

THERE can be little doubt that Duane D. Jones has picked five excellent yardsticks for space buyers to follow, but unfortunately, in my humble opinion, not one of them happens to be the necessary thirty-six inches in length.\* The five mentioned however, if thirty-six inches long, would very admirably serve the purpose of giving the space buyer something tangible to stick his teeth into, when it comes to purchasing newspaper space.

Whatever is said by the writer in this connection, will apply more particularly to the purchase of magazine space. This should be permissible in view of the fact that Mr. Jones has applied his thoughts almost entirely to newspaper space.

The "Prestige" yardstick applied to newspapers of course partially takes care of what I would call a sixth yardstick, "Editorial Influence," and you really must have this sixth to apply to magazines specifically. For instance here is an attempt to illustrate my point. Assuring you of no reflection whatever, the prestige of the New York Sun has apparently suffered not one whit by the passing away of Frank A. Munsey. Yet there are magazines, particularly agricultural journals, whose prestige might very definitely suffer were they suddenly put into other hands.

Newspaper prestige comes very largely from the method of handling material which is almost everyone's property and at exactly the same time. Magazine prestige on the other hand comes almost entirely from just what material its columns contain and this differs widely in almost every case. Very often it may or may not be a direct

reflection of the mind of its owner or operator. Some may say this is a rather sharp distinction, but the lines are becoming sharper and sharper for the man who is trying to establish values, and here I am in complete agreement with Mr. Jones, for no other than the publisher and his salesmen have been primarily responsible in establishing these sharp lines.

Most space buyers could very advantageously follow Mr. Jones' five yardsticks for measurement of newspapers. When it comes to magazines you might substitute "Editorial Influence" for "Market Data" and still keep the number down to five. Overshadowing all of these in either instance is a very thorough application of what I am inclined to call "ordinary horse sense," which while of utmost importance to one selecting mediums, is unfortunately something you can not prove with a test tube or an adding machine.

Some, too, may say here: "But editorial influence is rather an elusive thing." Perhaps it is, but no more so than "Prestige" and not much more so than "Circulation," so in reality not one of these factors actually becomes a yardstick.

## TWO TYPES OF CIRCULATION

After all is said and done, aren't there really only two distinct types of circulation? One we might call advertiser's circulation and the other, publisher's circulation. Advertiser's circulation is that which is gotten, in so far as it is humanly possible to do so, for the sole purpose of making it profitable for an advertiser to buy that circulation and make it pay a profit for him. Publisher's circulation on the other hand is that which is gotten so that at least numerically or proportionately that publisher can

\*"The Space Buyer Shows His Yardsticks," May 26, 1927, page 3.

crowd on the band wagon and carry a "Me too" sign.

From my standpoint the greatest need today in magazine and newspaper representation is a greater advertising knowledge and experience rather than some of this go-getting salesmanship. The average representative becomes so wrapped up in his own publication that he simply cannot see the advantages of any other, whereas the advertiser and space buyer alike must consider every publication from the standpoint of how it will fit into each special scheme of advertising. They have a house to build from foundation to roof. How long do you believe a copper roofing salesman would work on a prospect who was building a low-price frame house? Yet this very thing is done every day by publications.

General condemnation of the publisher's or representative's methods in presenting their product should not follow, however, for you can have efficient and non-efficient representation just as well as efficient and non-efficient space buying. And this applies to promotion literature as well.

As to the feasibility of ever exactly applying a yardstick to the selection of advertising mediums there is a very serious doubt in my mind.

### Campaign Planned on Radio Equipment

Yahr-Lange, Inc., Milwaukee, Wis., is contemplating an advertising campaign on its Super-Ball Antenna, Super-Ground clamp and its new speaker, Fred E. Yahr, president of the company, informs *PRINTERS' INK*. Newspapers, magazines, business papers and window and counter displays will be used.

### R. D. Edwards Advanced by Frank Presbrey

Robert D. Edwards, recently with the Pittsburgh office of the Frank Presbrey Company, New York advertising agency, has been placed in charge of the Chicago office.

### Easton "Express" Appoints Kelly-Smith

The Easton, Pa., *Express* has appointed the Kelly-Smith Company, New York, publishers' representative, as national advertising representative.

## Ghosts for Advertisers

PRATT & LAMBERT, INC.  
BUFFALO, N. Y.

Editor of *PRINTERS' INK*:

Some months ago there appeared in *PRINTERS' INK* an article with reference to phantom or ghost effects in advertising illustrations.

The writer would appreciate it if you would kindly give him the date of issue and the page number in which this article appeared. A stamped, addressed envelope is enclosed for your convenience in replying.

PRATT & LAMBERT, INC.,  
W. P. WERHEIM,  
Treasurer.

THERE may be no such things as ghosts—but you can't prove it to the advertising illustrator. In fact, the ghost is one of the illustrator's best friends. Two recent advertisements show how ghosts are being used in selling.

In one of these, an advertisement for Berry Brothers Liquid Granite, a little girl is shown playing with her dolls on a window sill. Standing back of her is a ghostly figure of another little girl in quaint old-fashioned clothes. The copy tells about the window sill which, finished with Liquid Granite, has withstood the wear and tear of thirty-five years in a children's play-room and yet remains unmarred.

The second advertisement is for Weed Levelizers. It shows a car jouncing over rough roads, while beside it lopes the ghost of a giant jack rabbit. The copy tells the motorist to stop "jack rabbiting" on rough roads.

The advertising ghost lends himself admirably to a number of uses, many of which were described in the article referred to by Mr. Werheim, which was, "Enter—The Advertising Ghost," in *PRINTERS' INK* for May 6, 1926. Another article on the same subject, "When Ghosts Play a Part in the Advertising Illustration," appeared in *PRINTERS' INK*, July 24, 1924. Both articles not only deal with the subject of when to use advertising ghosts but also tells how ghost effects are achieved by the artist.

—[Ed. *PRINTERS' INK*.]

Edward A. Allen and Clyde Jennings have organized Allen-Jennings, Inc., at Lynchburg, Va., an advertising business.



## FLOOR COVERINGS

A corner in the floorcoverings department of a Furniture Record reader's store. Here customers may sit comfortably and select their patterns. The furniture and home furnishings store is becoming the greatest outlet of all for this type of merchandise.

**I**NQUIRIES mean little or nothing. We get few or no direct inquiries in answer to our advertisement each week in Printers' Ink. And yet, here you are reading it. Isn't it possible that your advertisement in *Furniture Record* would do just what this advertisement is doing for us—reach the man who will some day have the say as to whether or not your merchandise is bought or thrown out? Now is the best time in the world to start getting acquainted.

## FURNITURE RECORD

*A Magazine of Better Merchandising  
for Home Furnishing Merchants*  
GRAND RAPIDS, MICH.

\*Name on  
request.



For More Than 26 Years The National Magazine of the Furniture Trade

A.B.C.

A.B.P.

## Second District Program Completed

**T**HERE will be departmental luncheons on retail, newspaper and community advertising at the annual convention of the Second District of the International Advertising Association. This district, which includes clubs from New York, New Jersey, Delaware, Maryland and Pennsylvania, will meet at Schenectady, N. Y., from June 22 to 24.

Malcolm Muir, vice-president of the McGraw-Hill Publishing Company, New York, is scheduled to speak on "Industrial Advertising and Marketing." "The Problem of the Class Product" will be discussed by Gilbert H. Durston, advertising manager of the Mohawk Carpet Mills, Inc., Amsterdam, N. Y. The co-operation of sales and advertising departments will be covered in a talk by George B. Hendrick, vice-president, the Lewis A. Crossett Company, North Abington, Mass.

The program follows:

*June 22, morning session:* Presiding, Edwin G. Conde, postmaster, Schenectady, N. Y., and general chairman convention committee; Miles R. Frisbie, president, Advertising Club of Schenectady; Alexander T. Blessing, Mayor of Schenectady; John F. Horman, president, Chamber of Commerce of Schenectady; John G. Barry, vice-president, General Electric Co.; and Harold C. Squires, chairman, Second District.

*Noonday luncheon:* Retail advertising departmental; "Advertising through Efficient Selling," Celia R. Case, National & Retail Dry Goods Association; "National Window Display Week," C. C. Agate, managing director, Window Display Advertising Association; "Planning an Advertising Forecast for a Store," Gilbert Cowan, secretary, executive committee, Lord & Taylor, New York.

*June 22, afternoon:* Presiding, Martin P. Rice, manager, publicity department, General Electric Company; "Advertising in Small Cities," F. R. Bush, Bush & Bull Corp., Bethlehem, Pa. "Salesmanpower," Marquis Regan, president, Marquis Regan, Inc., New York; "Commercial Broadcasting," F. A. Arnold, director of development, National Broadcasting Co., Inc., New York; "Selling by Telephone," V. E. Cooley, general commercial manager, New York Telephone Co., Albany, N. Y.; and "The Problem of the Class Product," Mr. Durston.

*June 23, morning:* Presiding, George S. Clerk, treasurer, Hudson Valley Paper Co., Albany, N. Y.; "Direct Ad-

vertising in Relation to Distribution," E. H. Vallar, Rogers & Co., New York; "Chain-Store Advertising," J. R. Hinchman, advertising manager, Capp Grocery Co., Johnstown, Pa.; "Audit Bureau of Circulations," Philip L. Thomson, publicity manager, Western Electric Co.; "How to Capitalize Your Trade-mark," Dudley M. Diggs, International General Electric Co., Schenectady, N. Y.; and "How to Make a House Magazine Compete with The Saturday Evening Post," G. F. Kroha, advertising manager, The Pfaudler Company, Rochester, N. Y.

*Noonday luncheon, newspaper advertising:* Presiding, George Harris, advertising manager, Utica, N. Y., Press and secretary-treasurer, Advertising Bureau, New York State Dailies; "Newspaper Co-operation with Advertisers," Jules M. Livingston, promotion manager, Binghamton, N. Y., Press; and "Newspaper Advertising," F. Ernest Wallace, advertising manager, Elizabeth, N. J., Daily Journal.

*Noonday luncheon, community advertising departmental:* Presiding, Albert J. Horn, secretary, Chamber of Commerce of Schenectady, N. Y.; "Community Advertising," Margaret A. Salmon, manager, members' activities department, Brooklyn Chamber of Commerce; "Tell Us about Your Town," Martin Keet, secretary, Chamber of Commerce, Sunbury, Pa.; and "Community Advertising as Promoted by One Chamber of Commerce," Porter B. Van Deusen, manager, convention bureau, Rochester, N. Y., Chamber of Commerce.

*June 23, afternoon session:* "Good Taste and Common Sense in Advertising," Helen M. Rockey, New York Edison Co.; "Mechanics of Advertising," A. J. Fehrenbach, Eastern manager, Industrial Marketing; "Industrial Advertising and Marketing," Mr. Muir; "What the Sales Department Expects from the Advertising Department," Mr. Hendrick.

*June 24, Club officers' conference at Saratoga Lake:* Presiding, Harold C. Squires, International Correspondence Schools, Scranton, Pa., and chairman, Second District; "The Advertising Club's Mission in Every Community," E. Lester Muller, president, Advertising Club of Baltimore; and "The Advertising Club and the International Association," William Lowenberg, president, Advertising Club of Albany.

## Young Typewriter Account for Cruttenden & Eger

The Young Typewriter Company, Inc., Chicago, manufacturer of rebuilt typewriters, has appointed Cruttenden & Eger, advertising agency of that city, to direct its advertising account.

## Lowry Cartoons Incorporates

Lowry Cartoons, Chicago and New York, has changed its name to the Lowry Cartoon Corporation. Everett E. Lowry is president and D. Merton Reardon is vice-president.



More than  
195,000  
Daily

# Los Angeles Examiner

More than  
425,000  
Sunday

5c. DAILY

JUNE 9, 1927

10c. SUNDAY

## FIFTH GREATEST MARKET IS FIRST IN BALANCED SALES

June, July, August  
Big Months in L. A.

Advertisers concerned with where they can find greatest sales during June, July and August, are more and more turning to *Los Angeles*—fifth greatest market in America, richest in the world in individual wealth, first in providing twelve months of profitable business every year!

During the summer months in Los Angeles County and, in fact, throughout Southern California, endless trainloads of deciduous fruits and grapes are going to market; without a break in seasons, the whole agricultural wheel revolves, winter and summer, with giant golden spokes. Oil, again, is not a fitful product, but gushes its wealth into the lap of trade day in and day out. In the field of manufacturing, Los Angeles is so diversified as to feed millions of dollars into the stream of prosperity without regard to seasons. Motion pictures, for instance, are sold all over the world, **ALL THROUGH THE YEAR!**

The all-year climate acts like a population magnet, especially in summer, with trains now bringing from 6,000 to 8,000 people into Los Angeles every day for their summer vacation!

Bank clearings bear out the story admirably. Last June, July and August, they were more than \$89,000,000 above the clearings for the winter before.

Tell it in Los Angeles and you'll sell it in Los Angeles every day in the year!

Gold Coast of  
L. A. Prefers  
The Examiner

**T**HE Los Angeles Examiner not only has the greatest morning and Sunday circulation West of the Missouri River, the largest carrier-circulation in Los Angeles, and the highest priced newspaper in its territory, but it is bought and read and subscribed to by more people in the famed and ultra-fashionable Wilshire district of the nation's fifth largest market, than any other newspaper!

The Wilshire District of Los Angeles contains 35,150 families with an annual income of \$166,000,000, and forms, with the Hollywood District, the "gold coast" of the West. It is significant that The Examiner's circulation leadership in the Hollywood district is likewise a dominant character, as it is in Wilshire. Of approximately 40,000 families in Hollywood, 32,500 are reached by the Sunday Examiner, while daily this paper goes into the hands of close to one in every two families there!

Merchandise Dept.  
Aids Largest Co's.

No manufacturer doing business in Los Angeles is so big that The Examiner's Merchandising Service Department cannot do him additional good. The Pacific Coast Biscuit Company's recent experience is a good indication of that.

With an enviable record in distribution, good will and sales volume, this company, through D. M. Hirsch, sales manager, wrote to The Examiner, under date of May 20th, following reports from the service department on Honey-maid Graham Crackers:

"Please accept our thanks for the reports of the Honey-maid Graham survey that your boys are doing, and wish to advise that we have secured very good leads from this list.

"We have already sold the Cornwell Grocery at 7211 So. Broadway and have a very good chance of securing two other accounts appearing on this list."



Photo  
D. Warren Boyer





**The largest  
magazine  
for MEN**

***The Elks***  
***Magazine***

850,000 Identified Subscribers

50 East 42nd Street

New York City

# You Can Cover PROSPEROUS BIRMINGHAM

with

**The News**  
AND  
**AGE - HERALD**

*The New, Powerful 2-Paper  
Combination!*

~ ~ WRITE FOR THE SURVEY ~ ~

TO prove clearly, graphically and authentically the dominant coverage of The Birmingham News and Age-Herald in the South's greatest industrial city, a survey was made. In order that the survey might be perfectly fair and unfavored in any way, The Harvey Advertising Agency of Atlanta was commissioned to handle all details in connection with the collection, compilation and tabulation of material.

Advertisers and agencies alike, have reached a stage in the scheme of modern merchandising where wastage of advertising funds can no longer be tolerated. Advertising dollars must be so placed and invested that they will produce the greatest amount of business.

Compiled from an actual field survey and then supplemented with authentic figures, this book of facts gives a startling new and true story of the newspaper situation in Birmingham, and in addition, contains much valuable information concerning the richness and size of the city, suburban and state-wide markets. A copy is yours for the asking. Address your request to Research Dep't. of The News.

## The Birmingham News

MORNING

EVENING

SUNDAY

**THE SOUTH'S GREATEST NEWSPAPER**

NATIONAL REPRESENTATIVES  
KELLY-SMITH CO.

New York

Chicago

Boston

Philadelphia

J. C. HARRIS, JR., Atlanta

# Why We Feel We Cannot Advertise to the Consumer

Large Number of Styles and Prices and Ever Changing Designs Are among the Reasons

By Jas. H. Warburton

Sales Manager, Marietta Chair Company

[Editorial Note: Just because a company does not advertise direct to the consumer, it does not necessarily follow that it is ignorant of the economics of advertising or unaware of its value. Consequently in approaching some manufacturers, it may not be necessary for the advertising agency salesman to "sell advertising."

In view of this, wouldn't it be well for agency solicitors first to find out why a prospective client does not advertise? There must be some reason. If this reason, or reasons, is based on a misunderstanding of the principles of advertising, and not because of any lack of belief in advertising as a whole, then the agency salesman knows just what he is up against. His job then is only to explain advertising, not sell it.]

IF I were to make the unguarded statement that there are certain lines of merchandise that do not lend themselves to consumer advertising, I would expect to let myself in for a return broadside from the "sell 'em anything through the printed word" cohorts.

I am in a position where I can't afford to take that chance—it would take too much time away from my job "granting the courtesy of a reply" to too many of the opposition. So, I'll stick to my own particular line.

In spite of the fact that nearly everything under the sun, from milady's thimble to the big game shot gun, is being nationally advertised and specific examples can be pointed to in proving the professional advertising man's arguments that "it's being done" these days, I am going to climb upon a soap box this once and say that my outstanding criticism of the advertising salesman is that he too often starts in wrong end first. He seems to take it for granted that advertising is the medicine universal for business ills and the way to everlasting life.

Naturally we have our full quota of advertising salesmen—agency

men, space men, direct-mail men, etc.,—calling on us and it's one of my duties to see them. I always ask them back to my office, because I not only usually pick up an idea or two, but I have a tender spot for them. I had my fling at the same kind of job a few years back. The interesting thing is that as soon as they learn this, I get the long-lost-brother treatment and they're off to a flying start. I am given credit for knowing a lot about the great force of advertising and all that kind of thing. Their attitude is: "How much are you going to spend? And what's your idea of media?"

But when I break the sad news to the boys that there isn't any more chance of an account here for them than there is of the proverbial snow ball doing the week-end stay in Nicaragua, they take one long bellows-like exhale and look at me as if I were a preacher suddenly turned infidel.

It's really surprising how much the average advertising salesman knows about his own proposition and how well he can tell the hoped-for prospect all about it, but it is equally as surprising how little he seems to know about our furniture business and what our particular merchandising problems are. Further than that, it's rather disappointing that he doesn't seem to have the time or inclination to find out. Whenever I do take the time to try to reciprocate for the "ideas he has given me voluntarily," by unfolding our story, he gets nervous and begins to put his stuff back into the little black case he carries. "Fire's out and I must be on my way," is his attitude. The same one, seldom, if ever, comes the second time.

My criticism of the advertising salesman, then, is just this: That he shouldn't try to sell his services until he first gets the full inside story of his prospect. The doctor who every now and then tells someone that there isn't a thing wrong with him, not only makes a tremendous hit but he builds quite an enviable reputation for being totally trustworthy.

Now, let's see how well I can make my preliminary statements and opinions stand up by presenting some reasons why the Marietta Chair Company's line of furniture does not lend itself to consumer advertising. You'll note that I say "consumer" as we do employ certain forms of advertising.

First, I should give some space to outlining our business—what we make and sell, as well as how we distribute. We have in our line between three and four hundred members. These we manufacture at our plant at Marietta. In addition, we operate three branches, strategically located for serving their trade territories, through which we not only distribute our manufactured line to the dealer but also distribute, on a wholesale basis, many lines of furniture manufactured by others. In fact the wholesale end of our business is almost "the tail that wags the dog."

At a glance it will be seen that with hundreds of all manner of styles, kinds, finishes, etc., of furniture, at prices ranging from a dollar or less per unit up to several hundred dollars per suite, to try to tell our story to the public would be just about like trying to advertise men's, women's and children's clothing, from hats to over-shoes, all in the same campaign. Even our manufactured line—with the three to four hundred patterns, consisting of certain types of furniture for the home, office and institution would offer too much of a task for a unified campaign designed to reach the different classes of consumers. In short, there are too many angles to our consumer market and too

many dissimilar products in our line to make consumer advertising feasible.

One interesting phase of our business, which isn't generally known, is that different sections of the country demand different classes or styles of furniture. For instance, we find that certain lines that sell well in our Kansas City branch territory will not sell at all profitably through our Pittsburgh house, and vice versa. Should you take a trip through the several display floors of our Cincinnati branch and the next day visit one of our other branches you would not believe that both places were owned and operated by the same company. Our buyers visit the markets and deal with our various factory connections individually. They seldom buy together or buy the same lines, with the exception of certain staples and country-wide popular designs.

#### MANY MARKETS ARE STUDIED

In designing and producing our manufactured line we always study the markets (note the plural) before coming out with something new. We take into consideration the big cities—what will go well in the big market—as a separate and distinct marketing program. Then we consider the smaller cities and towns. We even go so far as to give special attention to the coal fields of West Virginia and Pennsylvania, where we do a tremendous business on certain patterns that we couldn't give to the city trade.

It's quite amusing at times when some of our salesmen burst forth at great length with reasons why certain members of the line—as shown in our general catalog—won't sell in their respective territories. They can't realize, while working within their restricted territorial limits, that we, at the factory, must plan for and operate on a more or less broad program to fit the requirements of all our territories from coast to coast. This side of our marketing program is a big subject within itself but I outline it briefly here merely

# The Eyes



**T**HESE eyes see all that 750,000 people want. These eyes are focussed by 750,000 people on one buying center—the Nation's Capital. These eyes persuade 750,000 people to make their purchases largely through the ads they see in *The Washington Star* . . . . .

*250,000 people, who shop in Washington from nearby Maryland and Virginia, have their newspaper needs met almost solely with city-service by STAR highway routes.*

**SALES DATA**  
**For Agency**  
**or Advertiser**  
**FREE SERVICE**

Specifically to meet your needs—special surveys or digests from costly compilations; accurate, practical statistics on product sales, dealer outlets. What you want to know we'll find out for you  
**FREE**

TRADE FACTS DEPARTMENT of

## The Evening Star

*With Sunday Morning Edition*

WASHINGTON, D. C.

New York Office  
**DAN A. CARROLL**  
110 E. 42nd Street

Chicago Office  
**J. E. LUTZ**  
Tower Building

as another reason why Marietta would face myriad problems should we attempt consumer advertising.

The volume to be had on any one or half dozen distinct patterns of our line wouldn't be great enough to carry a consumer campaign of any consequence. In fact, we might spend the entire sales receipts on our three "best sellers" and still not have an appropriation large enough to make a dent in the consumer market. To this some may say: "Well, why not cut your line down to a few select, popular patterns and go after volume?" That's entirely another story. We, after seventy-one years of doing business at the same old stand, see fit to operate on our present basis. A pretty good answer to the question, I believe, would be: Why doesn't Woolworth cut down its line and concentrate on aluminum ware and corner the market with a great consumer campaign? It certainly has the organization and the capital.

#### CHANGING DESIGNS AN OBSTACLE

Ever changing designs present another obstacle to consumer advertising. We wouldn't any more than get our story over before it would all have to be done over. As for attempting to establish resale prices, we would throw up our hands in despair. To do the volume of business that we must do it is necessary that we distribute through several thousand dealers. We haven't the kind of line that can be restricted to one or two dealers in a given trade area—any more than flour or soap can be. To attempt to control resale prices would be out of the question. It would require an advertising appropriation, backed up by a field vigilance force that would run our costs sky high.

The margin of profit on a staple line of furniture is necessarily small. While we don't believe in selling equipment for the home on a purely price basis, still we must be able to produce economically and sell closely in order to meet fair competition. When a cutting of a new pattern is about

to start through our plant our production engineers determine what quantity is necessary in order to obtain the lowest unit cost. Even a very few cents the wrong way is apt to throw us out of line and consequently out of the running as far as that pattern is concerned. Sales costs must also be governed by the same yard stick. And each pattern must carry its *pro rata* share of the whole load. There isn't any surplus margin with which to venture out into the deep sea of consumer merchandising.

I should possibly refer to the favorite argument of the advertising man, viz., "forcing dealer distribution through consumer advertising." Our experience has been that we have a line which can best be sold to the dealer and in turn through him by showing him how to sell it to the consumer. "Tell the dealer how to tell it to the multitude," is an important plank in our platform.

Which leads me to a few remarks on the kind of advertising we do. Of course we have quite a force of salesmen, traveling out of the factory and our branches, covering most of the country on regular schedule. We aim to get over each territory from six to eight times a year. We have a list of all safely rated dealers in each territory. Each salesman carries a copy of the dealer list for his territory—there are approximately 300 dealers assigned to each salesman. The connecting link between the company and the dealer—supplementing our salesmen—is our direct-mail advertising.

This direct-mail campaign is planned months ahead and consists of a series of mailing pieces announcing particular new patterns—one piece to a pattern. In addition we issue an annual general catalog. But the backbone of our campaign—if it can be called a campaign—is our monthly house magazine, "The Marietta Line." It is an eighteen-page publication, 5¼ by 8¾ inches in size, of which five pages are straight advertising. The balance of the space is devoted to factory and organization



Every advertiser  
expects Bundscho  
to do fine work, so  
to surprise them  
we have to exceed  
their expectations

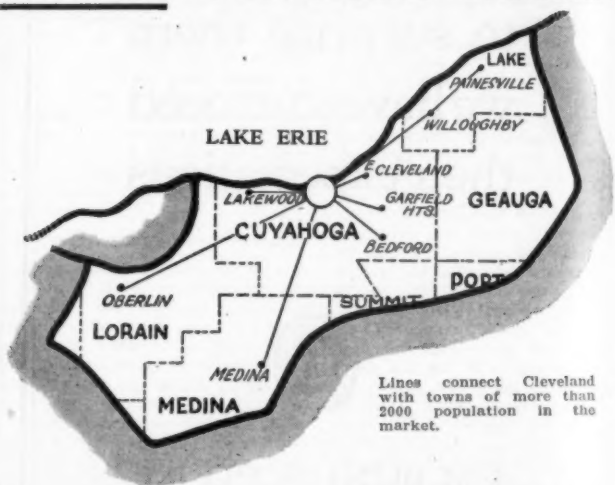


J. M. BUNDSCHO, INC.  
*Advertising Typographers*

58 E. WASHINGTON 10 E. PEARSON  
CHICAGO

HERE TYPE CAN SERVE YOU

See what  
**Cosmopolitan**  
 says about the  
TRUE Cleveland Market



THE above map is from page 10 of "A Merchandising Atlas of the United States," a comprehensive analysis of American markets issued by Cosmopolitan Magazine.

# The Cleveland F

Detroit  
 San Francisco

NATIONAL REPRESENTATIVE  
 250 Park Avenue, New York City

L A R G E S T

D A I L Y

C

LLIED  
 10 N. Mi  
 U

It is a picture of the trading area of Cleveland. Akron isn't in it, Ashtabula isn't in it, even Lorain isn't in it. For Akron, Ashtabula, and Lorain are trading territories in their own right—their merchants sufficient unto the population, their newspapers serving that population well. Cleveland business has little influence over these three thriving cities. Cleveland newspaper advertising has less.



Observe how closely the Cosmopolitan market (at left) coincides with The TRUE Cleveland Market (above).

This map and this Cosmopolitan market analysis is merely additional proof of the oft-repeated statement of The Cleveland Press that the TRUE Cleveland market is small, that it extends but 35-miles from Public Square, that it does NOT cover all of Northern Ohio, nor all of northeastern Ohio, or even any considerable portion of it.

Study the Cosmopolitan market map. Study the one of the TRUE Cleveland market, above. Write for detailed information.

# Press



SCRIPPS-HOWARD

*First in  
Cleveland*

Seattle  
Los Angeles

ALLIED NEWSPAPERS, INC.  
10 N. Michigan Blvd., Chicago

TATI  
York  
C

C U L A T I O N

I N O H I O

news and better merchandising articles. Our general manager, production manager, credit manager, sales manager and branch managers contribute to its pages every month and we carry at least two pages of news from the field, supplied by our salesmen and dealers. "Published monthly in the interest of better furniture and better merchandising methods in the furniture business," is the object that is carried at the masthead of the little organ. It goes to every dealer on our list. We have been told by many of them that, while they realize that "The Marietta Line" represents our business, they appreciate it because it gives them the kind of information which they can apply in selling, not only our products but furniture of the better kind generally.

As for the future, I am in hopes that at least a fair percentage of the 600 or more furniture manufacturers in this country will be able to get together and agree upon a consumer advertising campaign which will popularize the "Back to the Home" movement. The National Retail Furniture Dealers Association is on the right track with its "The Home Should Come First" campaign, but it will take a few millions, at least, to make it stick in the hearts and minds of the public. Perhaps two or three millions a year, of the several millions, that manufacturers are now putting into the furniture markets to display their lines to about one-fourth of the dealers, if converted to the consumer field would do the work. A great joint movement, such as put on by the paint manufacturers, the floral and jewelry associations and others, to my way of reasoning, would be the making of the furniture business—especially for those of us engaged in the purely staple field. It would materially augment the effective national advertising now being done by a few of the large and more highly specialized furniture concerns.

The job ahead of the somewhat floundering furniture industry is to step up its annual sales from the present three-quarters of a

billion dollar class to somewhere within running distance of its more popular rivals such as: (1) Automobiles, with approximately four billions; (2) clothing with three; and (3) tobacco with over one and a quarter.

### W. J. Ferris Again Heads New York Outdoor Advertisers

W. J. Ferris, of the Whitmer & Ferris Company, Buffalo, N. Y., was elected president for the thirteenth consecutive year of the Outdoor Advertising Association of New York State at its annual convention at Utica. Other officers elected were: A. A. Elliott, Hudson, vice-president; Perry J. Dunn, Tompkinsville, secretary, and Fred I. Hamm, Brooklyn, treasurer.

Mrs. Marie F. Kirwin, of the State Charities Aid Association, expressed great appreciation on behalf of her association for what outdoor advertisers had done in the interest of the tuberculosis campaign this year. The association then went on record as favoring the presentation to Mrs. Kirwin's cause of a showing of twenty-four-sheet posters in every city and town in the State of New York during the early part of 1928, in the interest of a campaign to stamp out diphtheria and a new campaign directed in the interest of the prevention of heart disease.

### Death of T. K. McIlroy

Thaddeus K. McIlroy died suddenly, on Memorial Day, at Garden City, N. Y., in his fifty-fifth year. Mr. McIlroy, for the last three years, had been advertising director of *The Century* and *St. Nicholas* and business manager of *The American Golfer*. Formerly he was advertising director of The Leslie-Judge Company, New York, and at one time was with the *New York American*.

### J. M. Niehaus Appointed by Millspaugh & Irish

J. M. Niehaus, formerly of the Indianapolis *Star*, has been made advertising manager of the Millspaugh & Irish Body Corporation, also of Indianapolis.

### To Conduct Campaign on Kimballs Beans

Kimballs Beans, Inc., Seattle, has appointed the Western Agency, of that city, to conduct a newspaper campaign on its baked beans.

### With G. P. Putnam's Sons

Aaron Sussman has been appointed to direct the advertising of G. P. Putnam's Sons, New York, publisher.

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*Outdoor Advertising thro*

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# OUTDOOR ADVERTISING

## *Through Your Advertising Agency*

**W**HEN the makers of "B.V.D." Underwear decided in 1905 to advertise this entirely new and different style of men's underwear, they selected Sherman & Bryan, Inc. (now Sherman & Lehair, Inc.) as their advertising agency.



*(Trade Mark Reg. U.S. Pat. Off. and Foreign Countries)*

*"Next to Myself  
I Like 'B.V.D.' Best!"*

The first advertisements to the public of this now world-known brand of underwear appeared during the Spring and Summer of 1906, in the Saturday Evening Post, Collier's and a few of the "Standard Size" publications. Newspaper advertising soon became a part of "B.V.D.'s" advertising program.

Several years ago when The B.V.D. Company, Inc. was ready for 24-sheet posters as a part of their national coverage, they placed their outdoor advertising through Sherman & Lehair, Inc.—the advertising agency that has worked with them for more than twenty years in developing and completing all magazine, newspaper and trade advertising campaigns.

*(see following page)*

*Your Advertising Agency*

# Outdoor Advertising through You

[illegible]

**"Next to myself I like 'B.V.D.' best!"**

**MADE FOR THE B.V.D. WEARER**

**NO METAL TRACK**

**Water comfort**

**Longer wear—better fit**

You don't try on underwear before you buy it. The LABEL is your safe assurance of fit, wear, and comfort. That's why millions of satisfied women always insist on the "B.V.D." and woven label.

**"B.V.D."**  
Lingerie Shop  
Men's \$1.50  
Women's \$1.95

**"B.V.D."**  
Suits  
and Shirts  
fit the pants

Save big—shirts—suits  
at our different day

The B.V.D. Co., Inc., N.Y.  
Underwear "We Do" Division

**Be Sure to SEE it's "B.V.D."**

**SEE IT**

THE above advertisements are destined to extend even further the present fame of the underwear that bears the "B.V.D." Red Woven Label. They are from a series of consumer advertisements appearing this spring and summer. Note the "tie-up" with the "B.V.D." 24-sheet poster reproduced below.

Next to myself  
I like  
B.V.D.  
best

MADE FOR THE  
**B.V.D.**  
BEST RETAIL TRADE

Greater  
comfort  
longer wear  
better fit

INSIST ON  
THIS LABEL

Reproduction of a  
"B.V.D." 24-sheet poster, at



THESE advertisements tell of the superior qualities of the product and identify it with the "B.V.D." Red Woven Label. They are from a series of advertisements of national circulation covering large cities and small towns. Note how the 24-sheet poster reproduced below retains the same character.

Reproduction of a  
"B.V.D." 24-sheet poster, and

# OUTDOOR ADVERTISING

## *Through Your Advertising Agency*

**A**N important percentage of the total number of large and small National Outdoor Advertisers are now placing their outdoor advertising through their advertising agencies in co-operation with the National Outdoor Advertising Bureau, Inc.

Working hand in hand with their advertising agencies gives these advertisers the benefit of their agencies' creative service and advice. This makes the outdoor advertising of each a harmonious and coordinate unit of their respective advertising campaigns.

By placing their outdoor advertising through their advertising agencies, these advertisers secure the best service obtainable from the General Outdoor Advertising Co., and other plant owners everywhere. This includes such important facilities as location, service upkeep, checking information, statistics and trade cooperation.

If your advertising agency is one of the 216 members of the National Outdoor Advertising Bureau, Inc., consult with your agency on your outdoor advertising.

*National Outdoor Advertising Bureau*

INCORPORATED

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# Trade-Mark Decisions of the Court of Appeals

Court Affirms Decision of Commissioner of Patents in "Treasury Bond," "Black Band," "My-T-Fine," "Gotham Colored Stripe" and "Amour" Cases

*Washington Bureau  
of PRINTERS' INK*

SEVERAL important trade-mark decisions were handed down by the Court of Appeals of the District of Columbia last week, and then the Court announced a recess until next October. One of the most interesting cases was that of the Empire Paper Company vs. Carew Manufacturing Company, an appeal from a decision of the Commissioner of Patents, in which the court decided a manufacturer's right in retaining the ownership of a trade-mark on specially branded goods.

In May, 1924, the Empire company applied for a registration of the notation "Treasury Bond" as a trade-mark for use as a water-mark upon writing paper. The applicant claimed continuous use of the mark since February, 1913.

This application was opposed by the Carew company, which claimed continuous use of the identical mark as a water-mark for similar goods, and for a period commencing prior to February, 1913.

The court comments on the fact that the Carew Manufacturing Company is a manufacturer of paper, and that long prior to 1913 it used the notation "Treasury Bond" as a water-mark upon its paper, "it being used as a trade-mark and not merely as a grade mark, and that it has continued this use to the present time."

In 1913 the Carew company entered into an arrangement with the Empire Paper Company whereby the latter undertook the sale in the Chicago markets of Carew's paper. The product was to bear the special notation "E. P. C. Treasury Bond," the letters preceding the original mark being the initials of the Empire company's corporate name, and added to the mark for use on the Chicago goods at the request of the Empire company.

The decision comments on the fact that the Empire company had not made use of such a trade-mark prior to its arrangement with the Carew company, and while the arrangement was in force the latter continued otherwise to make use of the trade-mark "Treasury Bond" as before.

Afterwards, the Empire company ceased to buy the products of the Carew company, and procured paper from other manufacturers. This paper, by the Empire company's order, also bore the trade-mark "Treasury Bond."

The examiner of interferences held that the Carew company was the prior user of the mark and that it did not part with its title thereto because of the transactions between the parties, but merely gave to the Empire company the right to sell its goods bearing the mark in the Chicago trade. Therefore, the examiner sustained the opposition and, on appeal, the Commissioner of Patents affirmed his decision. These facts are set forth by the decision of the court, which sums them up and concludes:

"We are satisfied that these decisions of the lower tribunals are correct, and we find it unnecessary to enlarge upon the reasoning set out in them. The decision of the Commissioner is therefore affirmed."

\* \* \*

The cancellation of a registered trade-mark on the ground that it is a geographical term, was the outcome of the case of the Black Band Consolidated Coal Company vs. the Glenn Coal Company and Kanawha Black Band Coal Company. In July, 1923, the Black Band Consolidated Coal Company applied for registration of its alleged trade-mark "Black Band" for mined coal, claiming continuous use of the mark in its business since June 5, 1923, and in April,

of 1924, the registration was granted by the Patent Office.

In September, 1924, the other parties to the suit instituted a cancellation proceeding, and in August, 1925, the examiner of interferences, after hearing the evidence, recommended that the registration be cancelled. This decision was affirmed by the Commissioner of Patents, and the appeal to the court was then taken.

A review of the record of the case convinced the court that in its essential particulars this case is similar to that of the Montevallo Mining Company vs. Little Gem Coal Company, 17 Fed. (2d), 688, in which the same court held that the mark "Montevallo" is purely geographical. After citing this decision, the opinion of the court states:

"The underlying principles in the foregoing decision are applicable here. We are accordingly led to the conclusion set out by the Commissioner that 'to a large number of people having to do with coal mining operations and the marketing of coal the words Black Band are merely descriptive and geographical, and that this information and knowledge was in the possession of such people long before respondent's predecessors entered the field'; and that no exclusive right to the use of the term is found to belong to respondent. The decision of the Commissioner is affirmed."

\* \* \*

In the case of The D. & C. Company vs. Everett Fruit Products Company, the court ruled that dessert powder and canned fruit are not goods of the same descriptive properties. The decision relates that The D. & C. Company adopted "My-T-Fine" as a trade-mark in 1915 for prepared dessert powder, or, as described on the sample package, "A powder for use with milk to make puddings, fillings, etc." The Everett company adopted the same mark in 1916, and since has used it in the quite extensive sale of canned fruit.

The examiner of interferences ruled that canned fruits and dessert powder are goods of the same descriptive properties, and sus-

tained the opposition of The D. & C. Company. However, the Commissioner of Patents, on appeal, found that the goods are not of the same descriptive properties, and dismissed the opposition.

The decision quotes from the Trade-mark Act of 1905, from Section 5, relative to the application of identical marks for goods of the same descriptive properties, and cites the case of Phoenix P. & V. Company vs. John T. Lewis & Bros. (32 App., D. C. 285), calling attention to the ruling in this decision that "two trade-marks may be said to be appropriated to merchandise of the same descriptive properties, in the sense meant by the statute, when the general and essential characteristics of the goods are the same." The decision also cites several similar decisions, and in affirming the Commissioner of Patents, concludes:

"Having in mind the foregoing, we do not see how it reasonably can be said that dessert powder and canned fruits are goods of the same descriptive properties. As we have observed in other cases, there is a sharp distinction between a statutory registration proceeding and a suit for unfair competition."

\* \* \*

Another important decision of the court governs the use of color as a trade-mark, and was rendered in the matter of the application of the Gotham Silk Hosiery Company, which appealed from a decision of the Patent Office refusing registration of a trade-mark. According to the application for registration, the mark for hosiery is described as "consisting of a colored stripe of a narrow width woven in a stocking at a point adjacent where the upper welt of the stocking joins the body of the same, and parallel thereto, the color of the stripe being distinctively different from that of the stocking."

According to the decision, continuous use of the mark was claimed by the Gotham company since March, 1911. The company also cited a former registration granted it in February, 1913, for a gold stripe in a stocking. In regard to this the decision states, "It

# *When* Mabel and Marjorie get together

*Did you ever*

—have a sneaking little garter-run slip  
down over your knee out into view?

—have the straps of your underthings  
fall down from your shoulder and show in  
ugly bands beneath your sleeveless dress?

—have the color of a chair, or a book-  
case, or a desk get on your nerves?

—or did you ever wash dishes each day  
at a sink that was built too low?

*Of course you haven't, dear sir, if  
you're a man! Garter welts, lingerie*

pins, lacquer paints, recipes, and higher sinks—they're the things women often chat about among themselves. Perhaps it is to keep from seeming quiet when the men are all away—but more than likely, it is because here is a topic that each and all find interesting.

Here is where the woman in advertising offers you her experience. She takes part in just such conversations, she herself has found, she herself thinks, she will tell you—"modern girls wear silk underclothes that they can wash themselves" or "women say they use a nourishing cream more and more, a vanishing cream less and less."

A thousand and one intimacies she gives to you and your advertising—to their betterment. You'll learn more about advertising to women from the 'ers of our staff, than you will from the 'ims!

GEORGE BATTEN COMPANY, INC.

*Advertising*



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GEORGE BATTEN COMPANY, INC. • NEW YORK • CHICAGO • BOSTON



may be noted that in the former registration cited by appellant that the specification called for a golden stripe, whereas the present application contains no limitation as to the color of the stripe."

The decision expresses the opinion that the rejection of the application was sustained by the decision in the case of Johns-Manville Company (55 App. D. C. 142), and by the Leschen case (218 Fed. 786), and cases therein cited.

In the Leschen case it was held by the court that a helical stripe or band of uniform width and distinctive color, the color being usually red and produced by painting one of the strands of rope, is not a valid common-law trade-mark of a wire rope. In this case it was also ruled that a colored strand, not restricted to any color, is not a valid trade-mark, and that a registered trade-mark of this character was void, on the ground that the mark was too broad and that the owner sought to monopolize the use of all colors to mark its rope.

In the Johns-Manville case, the court held that a mark consisting of a colored band, preferably of paper, not restricted to any distinctive color, placed on the inside wall and at one end of a section of cylindrical pipe covering, was not subject to registration as a trade-mark. This ruling considered that as the band is not restricted to any distinctive color, it possesses no feature, irrespective of the manner of application, which would tend to distinguish the goods or its origin. The decision of the Court of Appeals in the Gotham Silk Hosiery Company case concludes:

"The present case is ruled by the foregoing authorities; the decision of the Commissioner of Patents is accordingly affirmed."

\* \* \*

The word "Amour" was held to be not an exclusive trade-mark property in the case of Parfumerie Roger & Gallet vs. John Wanamaker, of Philadelphia. The case came to the Court of Appeals from a decision of the Commissioner of Patents dismissing Roger & Gallet's opposition and granting the

registration of a trade-mark to Wanamaker.

The decision relates that in October, 1923, Wanamaker applied for the registration of the trade-mark "Charme d'Amour" to be used particularly for perfumes, claiming use of the mark since November, 1917. An opposition to the registration was filed by Roger & Gallet, based upon that firm's trade-marks "Fleurs d'Amour" and "Bouquet des Amours."

Roger & Gallet claimed that the Wanamaker mark is confusingly similar to both of their marks. It was conceded by Wanamaker that the goods of the parties were similar, but it was denied that the marks are confusingly similar.

#### THE WORD "AMOUR" HAS BECOME A DESCRIPTIVE TERM

The Commissioner of Patents held that the issue was restricted to the disputed similarity of the marks. Upon this issue, he found that trade-marks of which the word "Amour" was a part, such as "Rose d'Amour," "Esprit d'Amour," and "Caress d'Amour" had long been in public use for goods of like character. The Commissioner concluded that long prior to Roger & Gallet's adoption and use of the word in dispute it had been the custom and practice to associate the word "Amour" with perfumery and its manufacture, and that the word had thus come into use as a descriptive term among those familiar with perfumery. For this reason, the Commissioner held that it would be improper to grant Roger & Gallet such a broad interpretation of its trade-mark as would amount to an exclusive right to employ the word "Amour" in connection with any other word or words whatsoever as a trade-mark upon perfumery. Furthermore, the Commissioner held that the purchasing public has learned to distinguish ownership or origin of perfumery goods by other associated terms. The Court of Appeals in affirming the decision of the Commissioner of Patents, concludes:

"We are convinced that the Commissioner's claims and conclusions are correct."

# Most Thorough Middle-West

**The Minneapolis Morning Tribune**  
TUESDAY, MAY 10, 1927

**The Minneapolis Evening Tribune**  
WEDNESDAY, MAY 11, 1927

**ADMIRAL OVERDUE ON ATLANTIC FLIGHT**

**PRIMARY REPORTS ON WHEREABOUTS CONFLICTING**

They Never Struck Snyder, Counsel Asserts, Blaming Fatal Blow

**WIDOW HOLDS UP BODILY AT POINT OF DEATH**

Panel of 11 Men Ordered on Case

**Circulation of The Minneapolis Tribune in Minnesota outside Minneapolis**

**42,941**

Note that in Iowa outside Des Moines, The Des Moines Register and Tribune-Capital has 109,191 more daily circulation than the Minneapolis Tribune in Minnesota outside Minneapolis.

## The Des Moines Register and

Net Paid Daily Rate

# ug Coverage of Any Ven Newspaper



Write for new booklet showing daily and Sunday circulation in each of the 99 counties and 1,011 Iowa cities and towns. You'll find it helpful in planning your merchandising and advertising campaign.

and **Tribune-Capital**

Day Page April 229,491

# Owen D. Young Peers into the Future of Capital and Labor

He Foresees the Time When Great Business Organizations Will Truly Belong to the Men Who Are Giving Their Lives and Efforts to Them

By Owen D. Young

Chairman, Board of Directors, General Electric Company

AS business widened in area it increased in size. It was no longer possible for one man to be the whole business. His capital was not enough—his labor was not enough—his knowledge was not enough. For the individual, we substituted the partnership, and finally as the enterprise grew, we displaced the partnership with the modern corporation. Into those we have brought together larger amounts of capital and larger numbers of workers than existed in cities once thought great. We have been put to it, however, to discover the true principles which should govern their relations. From one point of view, they were partners in a common enterprise. From another, they were enemies fighting for the spoils of their common achievement. In dealing with this problem, there has been much misunderstanding and frequently want of sympathy. The organization has not always functioned well, and even today in that field we have great problems yet unsolved.

Gradually we are reducing the area of conflict between the two. Slowly we are learning that low wages for labor do not necessarily mean high profits for capital. We are learning that an increasing wage level is wholly consistent with a diminishing commodity price level. We are learning that productivity of labor is not measured alone by the hours of work, nor even by the test of physical fatigue in a particular job. What we need to deal with are not the limits to which men may go without physical exhaustion, but the limits within which they may

work with zest and spirit and pride of accomplishment. When zest departs, labor becomes drudgery. When exhaustion enters, labor becomes slavery. Zest is partly a matter of physical condition, but it is also largely influenced by mental reactions. These are common to all of us in every position. Are we doing well with our lives? Are we providing for our families—not merely clothes and food and shelter while we are working, but an insurance of them when our working time is ended either by age, disability or death? Are we providing more cultural opportunities for ourselves and our children? In a word, are we free men? Here in America, we have raised the standard of political equality. Shall we be able to add to that, full equality in economic opportunity? No man is wholly free until he is both politically and economically free. No man with an uneconomic and failing business is free. He is unable to meet his obligations to his family, to society, and to himself. No man with an inadequate wage is free. He is unable to meet his obligations to his family, to society, and to himself. No man is free who can provide only for physical needs. He must also be in a position to take advantage of cultural opportunities. Business, as the process of co-ordinating men's capital and effort in all fields of activity, will not have accomplished its full service until it shall have provided the opportunity for all men to be economically free. I have referred elsewhere to the cultural wage. I repeat it here as an appropriate term with which to measure the right earnings of every member of a sound society competent and willing to work.

Extracts from a talk delivered June 4 at Cambridge dedicating the new building provided for the Harvard School of Business Administration.

Zest in labor is influenced by another mental reaction well known to us all but too frequently neglected. Is a man working for himself or is he a hired man? It has been assumed that with the evolution of business into large organizations, it was necessary to increase the percentage of hired men. That feeling was encouraged by our old habit of thinking. Capital was the employer buying labor as a commodity in the cheapest market and entitled to all the profits of the undertaking. Managers were considered the paid attorneys of capital to devise ways and means to squeeze out of labor its last ounce of effort and last penny of compensation. Is it any wonder that in this land of political freedom men resented the notion of being servant to a master? Capital justified its action on the plea that it took all the risk. Many men, however, knew from their own experience that they also took a risk in this common business undertaking. With the greater division of labor, it was essential that a man be trained for a highly specialized job. In order to obtain the benefit of his training, he had to take employment in a plant which could use it. He accordingly moved into that community. He bought his home—he made his friends—he established his family and social connections. All of his relationships in life were there. If that business failed and the plant were closed, it was not alone the invested capital which suffered. That man, if no other job in his highly specialized field existed in the community, must move. His home must be sold, his ties broken, and perhaps too late in life he must attempt to take up again the forming of new friends elsewhere. Is it any wonder that he resented the notion that capital takes all the risks?

Fortunately, we are making great progress in America in these difficult relationships. We are trying to think in terms of human beings. One group of human beings who put their capital in, and another group who put their lives and labor in a common enterprise for mutual advantage. We are

learning as one result of our widespread prosperity that the human being who puts his capital in is no longer the gentleman of the cartoonist in need of fat-reducing exercises. It is rather the lean school-teacher, the small merchant, the carpenter, the blacksmith, who are trying to conserve and increase their surplus earnings as a guaranty fund against disaster. Or if it be not them directly, then it is most likely to be the insurance company and the savings bank which is investing the savings of millions of our people of all classes in the capital of widely diversified concerns. We think of managers no longer as the partisan attorneys of either group against the other. Rather we have come to consider them trustees of the whole undertaking whose responsibility is to see to it on the one side that the invested capital is safe and that its return is adequate and continuous; and on the other side that competent and conscientious men are found to do the work and that their job is safe and their earnings are adequate and continuous. Managers may not be able to realize that ideal either for capital or labor. It is a great advance, however, for us to have formulated that objective and to be striving toward that goal.

Perhaps some day we may be able to organize the human beings engaged in a particular undertaking so that they truly will be the employer buying capital as a commodity in the market at the lowest price. It will be necessary for them to provide an adequate guaranty fund in order to buy their capital at all. If that is realized, the human beings will then be entitled to all the profits over the cost of capital. I hope the day may come when these great business organizations will truly belong to the men who are giving their lives and their efforts to them. I care not in what capacity. Then they will use capital truly as a tool and they will be all interested in working it to the highest economic advantage. Then an idle machine will mean to every man in the plant who sees it an unproductive charge against himself.

# When the Sales Manager visits Boston

**S**OME sales managers keep a weather eye constantly on the Boston territory.

"This is a difficult market," the local distributor explains in response to inquiries, "difficult to sell, difficult to advertise in."

So the sales manager decides to go and see for himself. What does he find?

**I**N the Boston territory, within a 12-mile radius of City Hall, live 1,567,000 people, the greatest concentration of people in New England. Within this 12-mile area is the greatest concentration of grocery, hardware, drug, dry goods and furniture stores, auto dealers and garages.

Here the Clearing House Parcel Delivery, jointly employed by Boston's department stores, confines its deliveries entirely to this 12-mile area. And 74 per cent of *all* deliveries by these same stores are made in this area. A clearly defined market.

To cover this key market successfully requires an advertising medium whose circulation in large

part parallels this 12-mile Parcel Delivery Area. The Globe fills this need exactly. Here the Globe has the largest Sunday circulation of any Boston newspaper, while the circulation of the Daily Globe exceeds that of Sunday. Uniform seven-day concentration!

**B**OSTON'S keenest merchandisers—the department stores—recognize the Globe's dominating position in this market by using more space in the Daily Globe than in any other daily paper. And the Sunday Globe carries as much department store advertising as the other three Sunday newspapers combined!

What are the reasons for this leadership? The Globe, making no appeal to race, creed or political affiliation, enjoys the whole-hearted support of *all classes*.

In general news, editorials and sports, the Globe's independence has won the approval of men. And its widely-known Household Department makes the Globe the daily counsellor and guide of New England women.

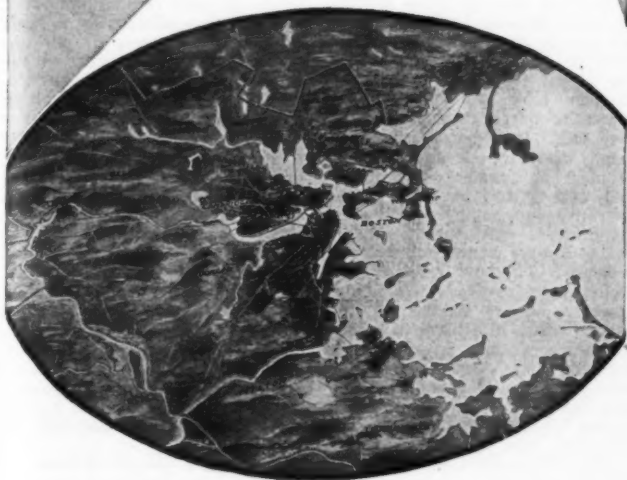
To put your advertising message before the people who make up Boston's Key Market you must use the Globe first.

## The Boston *The Globe*

Audited net paid circulation year ending March 31, 1926

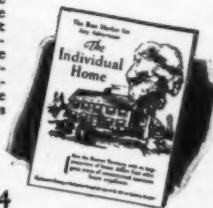
**Out of Boston's  
total trading territory this  
12-mile area contains:**

- 74% of all department store  
package deliveries**
- 61% of all grocery stores**
- 60% of all hardware stores**
- 57% of all drug stores**
- 57% of all dry goods stores**
- 55% of all furniture stores**
- 46% of all auto dealers and  
garages**



**Globe**  
sells *Boston*

Our booklet "The Individual Home—the best market for any advertiser" will give you a new viewpoint on the Boston market. Write on your business letterhead.



Daily 278,988 . . . . Sunday 325,324

Then every piece of material not in motion will mean to the man who sees it an unproductive charge against himself. Then we shall have zest in labor, provided the leadership is competent and the division fair. Then we shall dispose, once and for all, of the charge that in industry organizations are autocratic and not democratic. Then we shall have all the opportunities for a cultural wage which the business can provide. Then, in a word, men will be as free in co-operative undertakings and subject only to the same limitations and chances as men in individual businesses. Then we shall have no hired men.

The fact that such a condition is not here today is not chargeable, as so often alleged, to the selfishness or dominance of capital. It is not due to the fact that capital seeks to enslave labor. It is not due to the fact that the workers together have not adequate resources to margin the capital which they seek. It is due, in my judgment, solely to the unwillingness of men to assume responsibility and take a risk in such a co-operative undertaking. Most men yet prefer a fixed income without risk to a share in the profits of the enterprise with the responsibility which that involves. Gradually, however, we are making our advance. Men are becoming both wage-earners and investors. As workers, they seek the most for their labor. As investors, they seek the largest returns from their capital. The ownership of great concerns, under the impetus of our present prosperity, is being widely spread, and in some instances is largely held by the workers themselves.

Then, too, we must deal with this question of unemployment which I regard as the greatest economic blot on our capitalistic system. There is no answer except that the managers of business have not yet learned how to make their system function so that men willing and able to work may do so. There is no limit to the consumption of the world. It is only limited in its individual compartments. We can go on forever

increasing production and enjoying the benefits of that production if we learn how to adjust production to our consumptive needs. We cannot eat more than so much bread or meat. We cannot wear more than so many clothes, and so we may have over-production in individual lines. But there are innumerable wants of men yet unserved, and as long as culture grows, these wants will outrun our capacity to produce the things to satisfy them. The world does not owe men a living, but business, if it is to fulfil its ideal, owes men an opportunity to earn a living.

It is important, too, that the ministers of our business, like the ministers of our churches, should appreciate their responsibility. The leaders of our business are in large measure the trustees of our opportunities. In the effort to expand these opportunities business has traversed the geographical areas of the world. She has explored its most remote corners to locate new materials and new markets. No unknown place of any consequence in the geographical sense, is left on this globe. What opportunities then are ahead? Why is this trusteeship of business so important? It is so because there are new explorers at work, bringing into the area of possible business operation, fields vastly greater than any geographical explorers found. I refer to the research workers in pure science, who are pushing back the horizon and vastly enlarging our fields of knowledge.

I can see a picture of these adventurers in pure science moving out into unknown fields as the great geographical explorers set sail for unknown lands. Following them are the applied scientists learning how to use the new forces just as the early settlers followed the old adventurers. Finally business organizes itself to harness those forces and put them to work just as business built itself on the simple activities of our forefathers. Never were opportunities so great as now. Never did unexplored areas seem so vast. Never was there a more respon-



**N**O ONE in the U.S.A. knows more about circulations, circulation statements and circulation managers than Mr. O. C. Harn, Managing Director of the Audit Bureau of Circulations.

¶  
**A**T the A. N. A. meeting here in Detroit he had something pertinent to say about this circulation business, and here it is:

¶  
**"T**HE space buyer who makes up his list after consulting only the first page of an Audit Bureau Statement, or, the statement of the total net paid circulation in the Standard Rate & Data

Book or other directory, is as incompetent as a buyer of coal would be who contracted for a year's supply of coal on the price per ton, or a buyer of lumber on the assurance that he was going to get a certain number of feet at a given price."

¶  
**W**E agree with Mr. Harn, circulationally speaking, that it pays to dig beneath the *apparent* in figures for the *reality* thereof. The Free Press welcomes that sort of a "digging bee" in relation to its circulation.

## The Detroit Free Press

VERREE &

National

New York

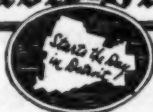
Chicago

Detroit

CONKLIN, INC.

Representatives

San Francisco



# What Do We Have to Sell?

What does a representative of this newspaper group have to sell when he enters the office of a space buyer?

Well, in the first place he represents important newspapers located in MAJOR markets.

He can offer an advertiser a

H. A. KOEHLER  
929 Hearst Bldg.  
Chicago

K. J. NIXON  
82 Marietta St.  
Atlanta, Ga.

L. C. BOONE  
Book Tower Bldg.  
Detroit

Rodney E. Boone  
9 E. 40th St. New York

Chicago American Boston American

Detroit Times

Boston Advertiser

merchandising service second to none.

He can help him obtain valuable information through investigations we conduct prior to the introduction of a product in our markets.

And last, but by no means least, he can place the national advertiser's sales message in newspapers that are highly important factors in their respective markets.

General Manager National Advertising  
40th St. New York

S. B. CHITTENDEN  
5 Winthrop Square  
Boston

F. M. Van GIBSON  
541 Monadnock Bldg.  
San Francisco

FRED H. DRUEHL  
136 St. Paul St.  
Rochester, N. Y.

Albany Times-Union Syracuse Journal

Rochester Journal Wisconsin News

sible trusteeship needed for the discovery of new opportunities or for the administration of the existing powers. We need today more than ever before men to administer this trust, who are not only highly skilled in the technique of business—men who have not only a broad outlook in history, politics, and economics—but men who have also that moral and religious training which tends to develop character.

In no other profession, not excepting the ministry and the law, is the need for wide information, broad sympathies, and directed imagination so great. Who can say that this may not foreshadow the time when similar qualifications, evidenced by a certificate from this or like institutions, shall be required of men who desire to enter on a business career, especially in the responsible fields of management and administration?

What I have said as to the deficiencies of business is not in any spirit of criticism of the motives or activities of men who have gone before or of the men who are administering it now. I say it only for the purpose of recognizing certain problems which will challenge the young men who are coming on. No one has a higher regard than I for the accomplishments of the men who have set up and are leading our great organizations of business in this country. They have accomplished much, but not all. They, were they here, would be the first to say so. It is those things which remain undone which we must frankly face and earnestly endeavor to correct. To shut our eyes to the broader interests and responsibilities of business may have been an attribute of the individualism of the old art. It must be the warning to the group action of the new profession.

Today business formally assumes the obligations of a profession, which means responsible action as a group, devotion to its own ideals, the creation of its own codes, the capacity for its own discipline, the awards of its own honors, and the responsibility for its own service.

## Magazine Club Elects A. J. Gibney

THE Magazine Club, a New York association of advertising directors and representatives of magazines, held its annual meeting and election of officers at the Advertising Club of New York, last week. Albert J. Gibney, advertising director of the Frank A. Munsey Company, who had been first vice-president, was elected president. He succeeds Robert L. Johnston, of Time.



A. J. GIBNEY

Elliott D. Odell, of *Needlecraft Magazine*, who had been second vice-president, was elected first vice-president. Other officers elected are: Arthur E. Carpenter, *Children, the Magazine for Parents*, second vice-president; Wallis F. Howe, Jr., *House Beautiful*, secretary, and H. J. Donohoe, Archer A. King, Inc., treasurer.

Members of the board of directors are: Raymond B. Bowen, *The New Yorker*; Gilbert T. Hodges, of the Frank A. Munsey Company and the *New York Sun*; Frederick C. Kendall, *Advertising & Selling*; Oliver B. Merrill, *The Youth's Companion*; Benjamin G. Oman, *The Christian Herald*, and Emil R. Weadon, Butterick Publishing Company.

The Magazine Club, which is the successor to the Representatives Club, also includes as associate members, publishers, editors, business and circulation managers, and officers of national magazines. It now has a membership of 129. Six luncheons are held each year to which advertisers and advertising agency executives are invited.

Francis H. Sisson, vice-president of the Guaranty Trust Company, spoke on "The Business Outlook" at the last meeting of the season which was held yesterday at the Hotel Roosevelt.

# Do Advertisements Carry Too Much Freight?

It Sounds Paradoxical Yet It Is True That Power and Punch Can Assert Themselves by Their Absence

By Sidney Senzer

**D**O advertisements carry too much "freight"? Are we expecting too much of the reader when we expect him to absorb a picture, a headline, a block of copy, a name-plate, a message involving a free booklet and a few other incidental props?

Apparently, those responsible for the current Graybar Inter-Phone campaign feel that these questions call for an affirmative answer. As a result, the advertisements in this series make a unique appearance.

There is no name-plate. There is no headline. There is no illustration of the product. There is only a footstep striding across an otherwise blank page.

The advertiser has thrown overboard all the usual conventions of the layout the more clearly to emphasize a very simple and definite relationship—that of the Inter-Phone and the footstep. The plan is grasped quickly by examining the accompanying reproduction.

The Inter-Phone, although recognized by technicians as standard interior telephone equipment, has meant little as such to a large potential market. But wasted footsteps that could be saved by interior telephone equipment mean a great deal to this same potential market of executives in business offices, factories, schools, architectural and other organizations.

It was the story of the product versus what the product will do. The product lost out because the interest in wasted footsteps was keener.

To accentuate this interest, the footstep was given a personality; an ability to speak in the first person that could bridge the gap over to the reader's side.

It was called upon to confess its part in clogging the wheels of business. It recited its misdeeds, in its own words—a reverse testi-

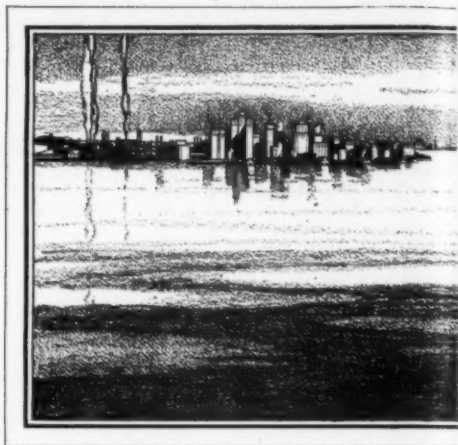


THIS COPY ATTRACTS ATTENTION ALTHOUGH IT HAS NO PICTURE, HEADLINE OR NAME-PLATE

monial couched in language strangely unlike the recognized forms of advertising.

To industrial readers it said: "I am a footstep—a wasted footstep that consumes time and money. Blame me if time is lost in needless walking. Blame me if expenses run up. But don't blame me if you haven't installed Graybar Inter-Phones. . . . For plants that have Inter-Phones

"THE AMERICAN WEEKLY" IS THE MOST



# The MAIN

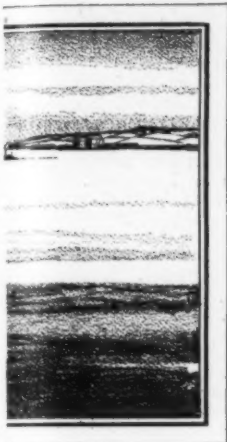
LIKE a strong, deep river, the clientele of *The American Weekly* moves at the heart of American life. On lonely farms, in rural hamlets, in smart suburban communities and roaring cities, its tremendous following is united through the medium of this great publication. The public that reads it is the main stream, the central channel, through which is conducted a major portion of the wealth and energy of the nation.

The fourteen great trading areas in which *The American Weekly* has peak circulation are the focal points of the industrial and commercial life of the United States. To them, as tributaries to a stream, flow the products, the surplus resource of the rest of the country. Each, in an economic sense, is the capital of a rich empire.

In these fourteen strategic trading areas *The American Weekly* is read regularly in 5,000,000 homes. In these 5,000,000 homes live 22,000,000 people—one-fifth the total population of the United States! They are typical Americans, having a high standard of living to maintain, and the means with which to maintain it. Their tastes are the tastes of the public at large. Their thoughts are the thoughts of America.

The daily purchases of these 22,000,000 consumers run into hundreds of millions of dollars yearly. And in making these purchases they are directly influenced by the advertisements which reach them constantly in *The American Weekly*. There is no other publication which covers so large a buying group as this. There is no

## WIDELY READ MAGAZINE IN THE WORLD



*The American Weekly* is a complete magazine, printed in newspaper form, and distributed with the Sunday editions of the Hearst newspapers in the fourteen American cities having one-fifth of the total manufactures, three-fourths of the total bank clearings, and one-third of the urban population of the United States.

New York	- - - - -	American
Boston	- - - - -	Advertiser
Syracuse	- - - - -	American
Washington	- - - - -	Herald
Baltimore	- - - - -	American
Rochester	- - - - -	American
Detroit	- - - - -	Times
Atlanta	- - - - -	American
Chicago	- - - - -	Herald and Examiner
Seattle	- - - - -	Post-Intelligencer
San Antonio	- - - - -	Light
Los Angeles	- - - - -	Examiner
San Francisco	- - - - -	Examiner

and the  
Milwaukee Sentinel and Sunday Telegram

# N STREAM

other buying group which responds so readily to advertising.

Yet, despite the enormous influence of *The American Weekly*, it is not an expensive advertising medium. Its rates, in relation to its circulation, the largest in the world, are the lowest of all large-scale publications. And it is the only national medium in which the

advertiser can take a full newspaper-size page in color.

*The American Weekly* will launch your product fairly and securely upon the main current of public favor. Write today for complete information to the nearest office (see below) of *The American Weekly*, A. J. Kobler, President.

# THE AMERICAN WEEKLY

*Greatest Circulation in the World*

*Read by 5,000,000 families every week*

9 East 40th Street, New York City

5 WINTHROP SQUARE WRIGLEY BLDG. 753 BONNIE BRAE 222 MONADNOCK BLDG.  
BOSTON CHICAGO LOS ANGELES SAN FRANCISCO

don't have me. . . . Look into the plants that are equipped to fight the waste of steps and time and you'll see men on their jobs—you'll see no aimless walking to and fro—and you won't see me. . . ."

To school executives, the footstep confessed in this vein: "I am a footstep—a wasted footstep. Left here by the principal in a bad frame of mind. But I don't blame him for feeling as he does the way he must go from classroom to classroom. . . . He says, and he's quite right, that Inter-Phones would save him—and a lot of other folks in the school—all this useless trotting around. He says that if there were an Inter-Phone system here he could spend more time at his desk doing more of the really important things that count in a principal's life. . . ."

To architects, the footstep had a different tale to unfold. It was a blanket confession covering all the places where architects might suggest Inter-Phones to their clients—a summary of uses, in short: "I am a footstep—a wasted footstep. You can find me in a lot of places, but you never find me in a well-planned office. Nor do you find me in carefully arranged factories, homes, schools or banks. . . . Architects very wisely see to that. . . . They suggest Inter-Phones so that people don't have to waste me in walking needlessly from place to place, or in running uselessly up and down countless stairs. I know, as no one else could, what a convenience Graybar Inter-Phones can be. . . ."

The final task imposed on the footstep was to help in the plans for lining up electrical contractors, the men who would eventually handle the business of installing Inter-Phones. To quote a typical example: "I am a footstep—a wasted footstep! My favorite haunt is offices, factories, schools and other buildings where there are no Inter-Phones. Of course, where wise contractors have suggested Inter-Phones you never find wasted footsteps like me. I imagine such contractors must get

a lot of thanks from clients for saving them weary miles of useless walking and for speeding up the daily round of work. (I know whereof I speak; I have seen how my fellow footsteps and I can clutter things up). . . ."

To tie the advertising up to Graybar's merchandising program, the conversation in every case led up to a reference to the Inter-Phone specialist in a nearby Graybar distributing house with whom the reader might consult.

This conversation was the sum and substance of the campaign. It was the headline. It was the text. It was the signature. It was the "art work."

Evidently, power and punch can assert themselves by their absence. This paradox finds proof wherever one advertiser masters the art of restraint in the midst of other advertisers who surround him with bold attempts to outbold one another.

### Fairchild Publications Appointments

D. S. Sachs, M. Kaylin, and Miss M. MacHale have joined the advertising staff of the Fairchild Publications, New York.

Ralph Rubin and F. M. Pratt, formerly of the news staff of *Women's Wear Daily*, have been transferred to the advertising staff of the Fairchild Publications.

### J. R. Mears Advanced by Chisholm & Moore

John R. Mears, for the last five years manager of the Chicago office of the Chisholm & Moore Manufacturing Company, Cleveland, manufacturer of chain hoists, has been appointed sales manager, with headquarters at Cleveland. William J. Scott, who succeeds Mr. Mears, has been associated with the Chicago office for four years.

### Appointed by "Children, The Magazine for Parents"

The Blanchard-Nichols-Coleman Company, publishers' representative, has been appointed to represent *Children, The Magazine for Parents*, New York, on the Pacific Coast. The Southern States will be covered from the Atlanta office of Blanchard-Nichols-Coleman.

### New Business at Asheville

B. S. Prunty and G. N. Close have organized The Advertising Service Company at Asheville, N. C.









## *When Words Fail*

FOR certain purposes the quickest, clearest and most indelible impressions are conveyed by means of pictures.

Recently, we were faced with the problem of visualizing an important improvement in the radio field. We realized that words, alone, would fail to capture the desired attention and tell the full story with sufficient force.

Words, supported by pictures, were used, and turned the trick.

If you find it difficult to visualize the selling points of your product, or service, perhaps we can help you.

*Isaac Goldmann Company*

ESTABLISHED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST.

NEW YORK, N.Y.

TELEPHONE

WORTH 9430





GOOD E.  
WINGEE

## "You Can't Turn

ONE of the largest and most enthusiastic users of Street Car advertising recently wrote to me as follows—

"In one of your recent double page spreads, you used one phrase which I believe automatically earns the right to a double page spread of its own, with this heading 'You Can't Turn the page.' In other words, the Car card messages are 'fixed.'

"On the other hand, millions of resolutions to buy are forgotten over night by people who have 'turned the page.' Pages are made to turn but with the car card we come back to that same old word 'fixed,' and we find that because the car cards are fixed, the attention is fixed, thus the conveyed message is fixed in the mind, all for the simple reason 'You Can't Turn the Page.'"

STREET RAILWAYS

June 9, 1927

PRINTERS' INK

DEAR  
GIRLS

John McCormack is  
knocking at your door  
waiting to sing for you  
"Because I Love You"  
Irving Berlin  
"The Far-Away Bells"  
Furber - Gordon  
Victor Double-Faced Record No. 1215



New Orthophonic  
Victor Record  
Quality Reproduction!

## In The Page"

of This advertisement is directed to manufacturers of  
as products on general sale—the kind used more or less  
in the majority of homes—those that most people think  
they know all about. As an example if a woman has  
been using Lux for many years, why should she give up  
time to read about that product? The Street Car "pages"  
can't be turned so she learns from the car cards of many  
ways to use Lux that she did not know about.

The messages on the "fixed" Street Car cards increase  
the consumption of the leading staple products by re-  
minding of old uses and suggesting new uses—to the  
*same millions of people every day.*

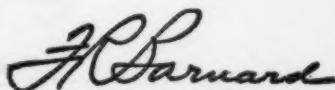
*A. R. Barnard*  
National Advertising Manager.

VERTISING COMPANY

—I have been asked to find two men for special executive positions which require sales directing experience.

—The salaries are \$7,000 and \$9,000.

—I will be glad to receive written applications in confidence from men who obviously have the right to be considered.

A handwritten signature in dark ink, appearing to read "H. R. Barnard". The script is fluid and cursive, with the first letters of each name being capitalized and prominent.

*National Advertising Manager.*

STREET RAILWAYS ADVERTISING CO.  
220 West 42nd St., New York



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# Telling a Technical Story to Non-Technical Prospects

We Changed the Name of Our Product, Coined a New Phrase and Tripled Our Advertising with Increased Sales as a Result

By Thornton Lewis

President, York Heating & Ventilating Corp.

**A**DVERTISERS of industrial and technical products are prone to forget that not all of their prospects are engineers, and that to these men much of the technical copy addressed to them is not only uninteresting but so much "Greek."

Such prospects must be talked to in everyday language, interestingly; not in what is to them the jargon of the engineer.

Until the fall of 1926, we were one of many companies trying to tell a technical story in our advertising to executives who, for the most part, were not interested technically. We knew they wanted to find out how to heat their plants scientifically, but we also knew by test that our product did not register graphically in their minds as a device that would solve their problem. For we had tried various men who ought to have been interested in the York Unit Heater and found that few even knew what the term unit heating really meant. Usually they confused it with a central heating apparatus—thought it was a boiler or a stove.

For, in spite of the fact that heaters of this type have existed as a class for about ten years and are in general use for industrial heating, very few people get a picture of the apparatus when the name is mentioned. Less than a year ago we set out to find a way to make our product create a concrete image in the mind when its name was advertised and spoken. This article will outline how we found the way.

Briefly, a unit heater is an established form of apparatus for keeping buildings warm, worked on the principle of forcing hot air over a radiating surface and into a room either straight across or

downward so as to warm the room in the zone where employees are at their jobs, instead of letting the heat rise at once to the roof. The unit is attached to steam lines and takes the place of radiators, central blowers and similar devices.

About seven or eight months ago we decided that to make our product mean something definite to prospective customers we would have to call it by a name which would build a quick mind picture. We would have to find some term that would immediately enable the consumer to classify our unit as a device for radiating heat.

We also realized that by discovering a name to picture the product clearly our company would put the unit into the specialty class. We would have a *super* unit heater. A good descriptive name would take our device out of the general run of heaters, would help our salesmen sell and would help our advertising pull.

## A NEW TERM

In the end we found a term which, to us, seemed to describe the heater graphically—York Heat-Diffusing Unit. This name well suited our purposes because we had a humidifying unit coming along which also could take the generic unit term with only the specific title changed. All of this action was step number one.

The second forward move was to learn how to visualize the heat diffusion idea in our sales and advertising message. After a certain amount of analysis and study of what the name connoted and what the machine did in practice, we found that to the prospective customer the most interesting feature was how the unit made heat work harder and better by keeping it

down in the zone where employees needed it most.

This led to the coining of the phrase "idle heat" for that portion of heat which under ordinary conditions rose immediately to the ceiling of a room or to the roof of a building without doing its real warming job. The main feature of our product, then, was that it sent idle heat out into the working area.

The third step was to build our advertising around this idle heat phrase and to create a graphic campaign which would carry a clear-cut message to the least technical of executives. As the old heating idea was to use a building as a container and pour hot air into it, it seemed to us that we could effectively reach prospects if we pictured simply and clearly to the non-technical executive how our diffusing unit would cut heating cost by putting warm air into his building scientifically. We would draw an easily understood comparison, with one or two plain diagrams, to show the old way and the new. We would stress broad fundamentals.

This was very different from the way we formerly had told our story. Previously we had gone to the technical man with a portfolio of technical results, under such captions as "The plant manager says his place is heated better than before." We had featured smaller cost of York installation and operation, and we had used ordinary photographs of actual installations.

Now we were going to play up principles and arouse interest before touching on particular set-ups. Let me illustrate from an actual piece of copy. Two diagrammatic pictures of a factory are shown, in one of which arrows indicate heat going over workers' heads to collect under the roof. This is labeled "In the year 1917." The other shows the same plant in 1927, with a York unit sending heat out along the area where the employees are at work. The caption reads: "Idle Heat Now Becomes Usable Heat," and copy very simply tells what happens. A small photograph shows a

smoke-bomb test which pictures heated air carrying smoke right into the section where workers need it most. Anyone, technical or lay, can understand both the pictures and the text.

A two-page spread carries the message a step further. Under two diagrams similar to the preceding illustration of plant practice in 1917 and 1927, is the heading: "The 'Overlooked Principle' Now Puts *Idle Heat* to Work." Copy succinctly opens with the problem which our product is designed to meet:

"If my factory people could work up under the roof where all the heat collects, there'd be no more trouble about a cold factory!" Most executives have indulged in this brain-fantasy occasionally.

The York story of how to make heat spend its principal energy in the working zone is then told.

The second page shows an actual installation and a small box gives a quick summary of conditions in that typical plant. On the same page is a list of prominent companies using the unit. Taken all in all, the advertising is far from technical—it is interesting reading.

#### ADVERTISING TRIPLED

To get our new message over properly, we tripled our advertising appropriation. But even with this threefold increase, we had difficulty in selecting mediums for now we were aiming not only to reach heating and ventilating engineers and contractors but also to reach general non-technical executives. We could not, though we would have liked to, cover all the industries to which our product was applicable, so we picked magazines which reached the top executives in all industries. In six of these we began our campaign in pages, with a few double spreads. In two we used color. Reprints went out to branch offices.

When we had laid out our advertising appropriation after having settled on the basic plan of changing technical copy into interesting reading, we had gone only part way along the road toward



Ten thousand delegates attend the 50th convention of the N. E. L. A.—a record.

—and only one in a thousand carries a notebook



IN every large assemblage in the electrical industry—the “notebook man”—an Electrical World editor is there representing 20,000 men who do not carry notebooks because they depend on the reading pages of “Electrical World” for comprehensive reports.

The largest electrical convention of the year (the N.E.L.A.) necessitates the services of nine members of the “Electrical World” editorial staff. Presses start on the Report Issue three hours after the closing session.

And the editorial staff splits up to cover two other conventions immediately following.

Only “Electrical World,” with its large staff of skilled editors and backed by the resources of the world’s largest publisher of business and engineering magazines, can give its 20,000 readers such exceptional news service.

## Electrical World

—a McGraw-Hill publication,

A.B.C.

473 Tenth Avenue, New York City

A.B.P.

getting our story across. The next stage of the way took us into direct mail.

During the previous year or two we had sent out several mailing pieces to about 10,000 names. The list we used had been prepared by branch offices and agencies in the principal cities over the country which, with our twenty-five salesmen, constituted our selling organization. But though these offices had given the usual amount of care to the collection of prospect names and although the mailing pieces were laid out with considerable thought, results were unsatisfactory and we decided to alter our direct-mail campaign at the same time the name of our product was changed.

We made an announcement to this effect at our sales convention in January of this year. What we said was that, instead of 10,000 names, we would use only 3,000. First, however, we paved the way for this cut by showing the new advertising layout and receiving wholehearted confirmation. We explained how it was intended to tell its story simply and we showed our men how they could use the new heat-diffusing unit name in their sales talk. Then we explained how, having made the advertising simple and readable, we were going to make our mailing pieces just as readable.

What we did, in effect, was to create in the minds of our men the feeling that the new mailing pieces would help their sales and therefore were extremely desirable aids. We pointed out how wise it would be to put on the new list only those names of general executives, architects, heat and ventilating engineers and contractors who really were live prospects. Then we divided the 3,000 allotment among our agencies and branches according to quotas based on sales.

We cut the mailing list from 10,000 to 3,000 names for three reasons. First, we knew our men did not have 10,000 good names. Second, we wanted to re-allot the names in proportion to actual sales made and work done by each

branch office. Third, we wanted to try out our mailing campaign on a small group before taking over a large list. We also felt that if we properly handled a small number of names our salesmen would respond to such direct effort more readily than they would to an effort spread over a greater number of mediocre prospects.

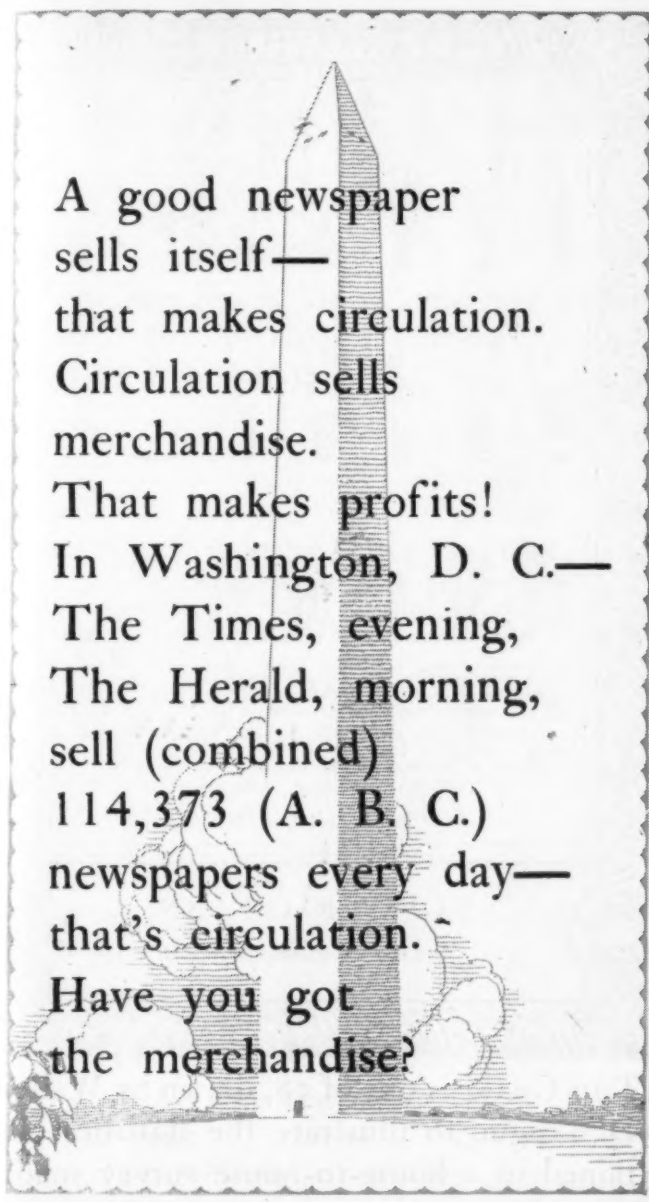
As the interest of the several types of men to be circularized varied, we planned to send out not a casual circular each month but something that would be of real interest. To the contractor, for example, who might feel he would make less money on a York installation than on some other, we intended to point out, in direct mail as well as in business-paper space, that while his contract might be less in dollars he could do each job in less time and with less labor and so be sure of a good profit. Similarly we would work on the other men on the list, and for that reason we had our agencies and branches group their names according to official position.

To hold the attention of all these prospects regularly, we decided that a monthly mailing of general interest would be a good thing. So we prepared a processed sheet, called the "Diary of B.T.U. Junior" (B.T.U. stands for British Thermal Unit, the basis of heat calculations) and we set it in semi-humorous form. Its purpose was to tell our story of idle heat as clearly as did our regular advertising. A paragraph or two from the diary will illustrate the humorous, readable touch:

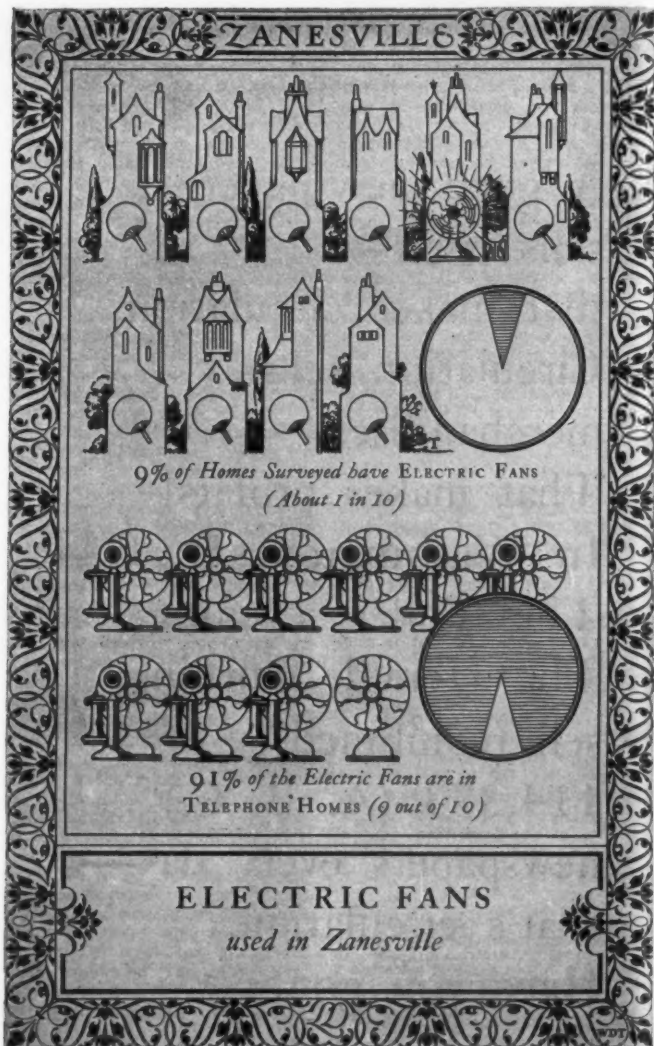
March 12—Have decided to keep a diary. Am urged on to fame by the example of Pepys and his daughter Lorelei. I will put down the facts as I find them. Of course if it ever leaks out there'll be a scandal about the heating equipment in some plants. But I can't be blamed.

March 19—Arose early this morning and was sent into the plant to warm the workers. Fooled them again. Just as soon as we reached the radiator a whole bunch of us scampered up the wall and played around the roof. With these direct radiation systems it's a cinch to play hooky. There's nothing to stop the fellows from running right up the wall.

March 26—Had a scare today. Was

A vertical illustration of the Washington Monument, rendered in a hatched style, serves as a background for the text. At the base of the monument, a city skyline is visible, including a bridge and various buildings. The entire scene is framed by a decorative, scalloped border.

A good newspaper  
sells itself—  
that makes circulation.  
Circulation sells  
merchandise.  
That makes profits!  
In Washington, D. C.—  
The Times, evening,  
The Herald, morning,  
sell (combined)  
114,373 (A. B. C.)  
newspapers every day—  
that's circulation.  
Have you got  
the merchandise?



THIS CHART is one of 58, drawn by Walter D. Teague to illustrate the statistics obtained in a house-to-house survey made

by R. O. Eastman, Inc., in personal interviews obtained in 11,232 homes.

The purpose was to make an analysis of the average American home and its ownership or use of various commodities.



In one city, Zanesville, Ohio, every home was visited, and satisfactory interviews obtained in 68.4% of the homes. This is probably the first time that the consumers of an entire city have been so thoroughly canvassed. For purposes of comparison, an even larger number of homes were visited in 36 other communities scattered throughout the country.

The results (never before published) are compiled in a 190-page book containing the charts and many tables, together with a thorough discussion and analysis.



The name of the book is "*Zanesville and 36 Other American Communities*." It is about to be published by

THE LITERARY DIGEST

*Advertising Offices*

NEW YORK

BOSTON

CHICAGO

CLEVELAND

DETROIT

# Plain Words And Frank

**B**Y becoming members of the Audit Bureau of Circulations The Dallas Morning News and The Dallas Journal pledged themselves, seven years ago, to the high standards set by that body.

Since then, instead of telling their circulation stories to suit themselves, these papers have followed the fixed formulæ prescribed by the accredited representatives of the advertising and publishing interests of America. Done it gladly, too.

Yet there are those in high space-buying places (not many, but a few) who sometimes overlook the full significance of that fact in making up their lists for Dallas.

Wherefore we rise to inquire, as once did Patrick Henry anent the king's taxes, if there's really any reason in that.

## The Dallas Morning News The Dallas Journal

**Members of the A. B. C.**

*An optional advertising combination.*



sitting up on my favorite rafter again. Suddenly noticed one of those York men talking to the boss down below. Looks like we'll soon have to go to work again. As soon as a plant owner has the York Heat-Diffusing Unit explained to him, he buys. It's the best truant officer for wayward heat units that I ever saw. A fellow can't escape until he has done all his work down in the working zone.

If the boss installs those York Units a lot of the fellows are going to be sore because they'll have to work. But I don't mind. After all, he pays for the coal and I guess he deserves the full heat of it.

March 30—Discovered the York chaps have published a part of my life history. What if my boss writes for it! Retired early.

The history that B.T.U. Junior mentions is a booklet which also is done in a non-technical vein. The first chapter, for instance, is headed "The Hat and Overcoat Factory" and tells how the owner always puts on his hat and coat when he visits his own factory, so as to avoid drafts. Other chapters tell of York tests and results, also in a style easy to read.

Our whole endeavor in this new advertising is to educate the average prospect to what our unit will do for him, and we feel that such education cannot be rounded off in six months or even in a single year. We do feel, however, that by continuing in this present way we not only will reach many present prospects but we gradually will make future non-technical prospects acquainted with our product so that they will know it well enough to approve their technical man's recommendation when the right time comes.

As a concrete proof of the immediate effect of our method of telling the technical story in a readable way so that layman and engineer alike can understand, is the fact that while sales every year for the last five years have doubled, during the first three months of 1927 they were two and one-half times as great as in 1926.

### Hercules Powder Profits Increase

The report of the Hercules Powder Company, Wilmington, Del., shows a net profit for the quarter ending March 31, 1927, of \$700,811, after charges and Federal taxes, compared with \$667,408 for the same period of 1926.

### House Magazine Editors Meet at New York

A regional conference of employee magazine editors held at New York, June 3, under the auspices of the Policyholders Service Bureau of the Metropolitan Life Insurance Company, resulted in the motion by Earl Morgan, manager of the employment and service department of the Curtis Publishing Company, that the work of the conference be perpetuated. Accordingly James L. Madden, third vice-president of the Metropolitan Life Insurance Company, who presided at the conference, was empowered to select a committee to arrange for a continuation of co-operation of employee magazine editors.

At the morning session of the conference Erle R. Lane, editor, "The Spencerian," Spencer Trask & Company, New York, spoke on "The Problems of the New Employee Magazine—How to Meet and Overcome Them," and Earl Morgan on "Making, Maintaining and Measuring Interest in the Employee Magazine." An address by Charles T. Miley, supervisor, department of labor service, Carpenter Steel Company, Reading, Pa., on "Why an Employee Magazine and Why Did We Start One?" was read. The morning session was concluded with a general discussion.

Speakers at the luncheon which followed included Dr. Lee Galloway, vice-president, Ronald Press Company, New York, who spoke on "Trends in Modern Education"; Henry W. McClintock, editor, "Tower Talks," Metropolitan Life Insurance Company, who described the "Physical Factors in Employee Magazine Building"; F. B. Pitney, advertising manager, Brooklyn Edison Company, Brooklyn, N. Y., whose address was on "Policy—How to Establish It and the Way to Live Up to It." Other speakers were J. R. Sheehen, editor, "All-America Review," All-America Cables, Inc., New York; and Dorothy Thorne, editor, "The Chase," Chase National Bank, New York.

### New Daily Newspaper at Danbury, Conn.

The *Times* is a new evening newspaper being published at Danbury, Conn., by the Danbury Times, Inc., George B. Clark, formerly owner of the Bridgeport, Conn., *Star*, is president and publisher.

Hamilton-DeLisser, Inc., publishers' representative, has been appointed national advertising representative.

### Dallas Agency Advances J. E. Clark

James E. Clark, who has been a field investigator with the Southwestern Advertising Company, Dallas, Tex., has been promoted to the position of director of research.

# The American Influence on Australian Advertising

A Visiting American Rises to Make a Few Comments on Australian Advertising

By John Clayton

THE old, familiar "Hands-Across-the-Sea" caption has an unusual application in modern Australian newspaper advertising.

As one looks at any of the Sydney, New South Wales, dailies he visualizes the Golden Gate and Port Jackson almost touching each other. The link between is made up of American newspapers, magazines and business papers.

True, a few of the more ponderous Australian newspapers retain archaic methods of display consisting of repetitions in agate caps of the headlines and features of a product—single column at that. But the more progressive have boldly thrown off the shackles.

To such good effect have they done this, that to glance through them almost persuades one he's at Times Square or on Michigan Avenue.

White space, that negative unit which works so positively, is being allowed much freedom. Hand lettering, with all that it implies in attention-getting value and impressiveness, is being used more and more intelligently.

Look at the full-page Resonator advertisement, reproduced here. Although the reduction is great, still it shows up with wonderful clearness, proving that Australian artists and agencies have studied to good effect fast web production requirements.

This advertisement easily dominated the issue of a Sydney evening newspaper in which it appeared.

Many of the other retail store announcements do credit to conception and execution.

*An Epoch Making Discovery*



THE RESONATOR  
The most perfect  
and reliable  
time-keeper  
yet invented.



THE RESONATOR  
The most perfect  
and reliable  
time-keeper  
yet invented.



**The RESONATOR—**  
supersedes all known methods of  
sound reproduction

For over twenty years a scientific revolution has been in progress. It has been the work of men of genius, who have been able to reproduce the sound of any instrument, and to make it heard as if it were actually present. This is the work of the Resonator. It is the most perfect and reliable time-keeper yet invented. It is the most perfect and reliable sound reproducer yet invented. It is the most perfect and reliable sound reproducer yet invented.



THE RESONATOR  
The most perfect  
and reliable  
time-keeper  
yet invented.

When in Day Time Resonator.	
Resonator No. 1	Resonator No. 2
Resonator No. 3	Resonator No. 4
Resonator No. 5	Resonator No. 6
Resonator No. 7	Resonator No. 8
Resonator No. 9	Resonator No. 10
Resonator No. 11	Resonator No. 12
Resonator No. 13	Resonator No. 14
Resonator No. 15	Resonator No. 16
Resonator No. 17	Resonator No. 18
Resonator No. 19	Resonator No. 20
Resonator No. 21	Resonator No. 22
Resonator No. 23	Resonator No. 24
Resonator No. 25	Resonator No. 26
Resonator No. 27	Resonator No. 28
Resonator No. 29	Resonator No. 30
Resonator No. 31	Resonator No. 32
Resonator No. 33	Resonator No. 34
Resonator No. 35	Resonator No. 36
Resonator No. 37	Resonator No. 38
Resonator No. 39	Resonator No. 40
Resonator No. 41	Resonator No. 42
Resonator No. 43	Resonator No. 44
Resonator No. 45	Resonator No. 46
Resonator No. 47	Resonator No. 48
Resonator No. 49	Resonator No. 50
Resonator No. 51	Resonator No. 52
Resonator No. 53	Resonator No. 54
Resonator No. 55	Resonator No. 56
Resonator No. 57	Resonator No. 58
Resonator No. 59	Resonator No. 60
Resonator No. 61	Resonator No. 62
Resonator No. 63	Resonator No. 64
Resonator No. 65	Resonator No. 66
Resonator No. 67	Resonator No. 68
Resonator No. 69	Resonator No. 70
Resonator No. 71	Resonator No. 72
Resonator No. 73	Resonator No. 74
Resonator No. 75	Resonator No. 76
Resonator No. 77	Resonator No. 78
Resonator No. 79	Resonator No. 80
Resonator No. 81	Resonator No. 82
Resonator No. 83	Resonator No. 84
Resonator No. 85	Resonator No. 86
Resonator No. 87	Resonator No. 88
Resonator No. 89	Resonator No. 90
Resonator No. 91	Resonator No. 92
Resonator No. 93	Resonator No. 94
Resonator No. 95	Resonator No. 96
Resonator No. 97	Resonator No. 98
Resonator No. 99	Resonator No. 100



THE RESONATOR  
The most perfect  
and reliable  
time-keeper  
yet invented.



THE RESONATOR  
The most perfect  
and reliable  
time-keeper  
yet invented.

*The Harmonic*  
**RESONATOR**

PLEASE ART WORK AND GOOD COMPOSITION DISTINGUISH  
THIS AUSTRALIAN NEWSPAPER ADVERTISEMENT

Two advertisements of a real estate concern appeared in well-chosen positions in one issue of a paper. True, there's room for considerable improvement in the composition. But, remember, Sydney is nearly 11,000 miles from New York—in a country vaguely thought by many otherwise well-informed Americans to be still

## Magazines for Men

Masculine is the outstanding appeal of the magazines that make up the ALL-FICTION FIELD (with always a "Ladies Welcome" sign on the covers).

If you are selling a male market, you have no time or money to waste with boudoir books.

Here are the magazines that a great man-market reads through from cover to cover every day of the year—and shouts for more! Here is the one periodical grouping that gives you national coverage of the masculine field.

\$3,100 a page

## All-Fiction Field

*Magazines of Clean Fiction*

NEW YORK CHICAGO BOSTON SAN FRANCISCO

over-run by aborigines and kangaroos!

Coming to that most important factor, copy, one feels a little dampening of his enthusiasm; with the exception, perhaps, of that telling of the lure of Corrimal, where the development described in these real estate advertisements is located.

Doesn't this read pretty well: "Give yourself a holiday. Bring a picnic hamper and your bathing costume. Surf and laze, and discover the real charm of Corrimal. See for yourself the wonderful allotments on the beautiful Murranah estate, and the even more wonderful prices at which you can buy them."

Not quite so happily phrased is the central argument for the Harmonic Resonator, where one is told (referring to disadvantages of tone arm and diaphragm as weakness of other tones): "Their metallic construction, their cumbersome, sound-distorting bends, their complicated joints resulted in the induction of jars, squeaks, and dissonances. . . . The ingeniously devised Resonator, embodying newly discovered principles . . . produces from the standard records, music which far transcends in beauty and purity of tone, the efforts of the now superseded tone arm models, no matter how expensive or how elaborate."

But one has no wish to be over-critical.

Automobiles, furniture, clothing, foods and drinks, electrical devices and other home economies, all reflect in their newspaper advertising the influence of the United States.

### Record Chevrolet Production

A new monthly production record was made by the Chevrolet Motor Company, Detroit, when over 114,300 cars and trucks were made in May. This compares with 76,117 vehicles in that month last year.

### O. V. Ober Honored

Oliver V. Ober, treasurer of the United Advertising Corporation, and manager of the Connecticut offices of that agency, has been elected vice-president and a director of the Chamber of Commerce of New Haven, Conn.

### Haley Fiske on Nurses' Correspondence Courses

METROPOLITAN LIFE INSURANCE Co.  
NEW YORK

Editor of PRINTERS' INK:

Permit me to comment upon the statement by Surgeon-General Cumming in PRINTERS' INK for April 7 concerning correspondence schools for the training of nurses.

It is my belief that Dr. Cumming stresses a point worthy of serious consideration by public health workers as well as those interested in fair and informative advertising.

In the health work of the Metropolitan Life Insurance Company, we have had a wide experience with bedside nursing care. In 1926, for instance, our nurses made 3,188,417 visits to the homes of sick policyholders. This work is carried out in co-operation with nursing and medical organizations, and under the most careful supervision. Our experience certainly indicates the necessity, if satisfactory results are to be obtained, of having this professional care given by carefully educated, hospital trained, graduate nurses.

Possibly the teaching of certain theoretical aspects of nursing, perhaps especially those concerned with the educational and public health relations of the nurse, may to a degree be supplemented by correspondence methods. On the other hand, it seems evident that the basic training essential to the care of the sick must be founded on practical knowledge acquired through direct contact with patients in organizations or institutions where the most skilled practical instruction is assured.

HALEY FISKE,  
President.

### Employers Liable for Salesmen's Misrepresentations

The Appellate Division of the Supreme Court in Brooklyn, N. Y., recently upheld the decision of Municipal Court Justice Bogenschutz which said, in effect, according to A. Gordon Murray, prosecuting attorney, that investment security houses must stand back of the representations of their salesmen. The decision was handed down in favor of Henry J. Hotaling against A. B. Leach & Company, New York brokers, for the recovery of principal and interest on a bond, the purchase of which was made as the result of alleged misrepresentations on the part of the salesman.

### Joins New York "Daily News"

Roy Smith, recently with the *American Weekly*, New York, has joined the advertising department of the New York *Daily News*.

### A. V. Smith Joins Bott Agency

A. V. Smith has joined the Bott Advertising Agency, Little Rock, Ark. He was formerly with the Dodson-Smith Advertising Agency.

Would you let your salesmen call on only two-thirds of their prospects in Indianapolis?

Using *one* paper in Indianapolis is permitting your advertising to make *even less* effort to capture a *valuable* market.

Indianapolis with 121,945 hustling, thriving (and nearly all American born) families within its A. B. C. city area warrants a *full coverage* advertising and selling effort.

*The Times* and *one* other paper cover Indianapolis but *no one* paper can do even a good two-thirds job. It *does* take *two*.

The Times is now second among Indianapolis daily newspapers in City Circulation and City Home Delivered Circulation. For the past two years The Times has been second in Local Display advertising.



**The Indianapolis Times**  
*A Scripps-Howard Newspaper*

# DAILY MIRROR

of the New York morning or evening

## in total circulation

**DAILY MIRROR** EXTRA

411,808 circulation

**The New York Times.**

367,854 circulation

43,954 less  
than Mirror

**EVENING GRAPHIC**

334,776 circulation

77,032 less  
than Mirror

**The Evening World**

305,553 circulation

106,255 less  
than Mirror

**The World**

302,090 circulation

109,718 less  
than Mirror

**DAILY MIRROR is** on  
It is a bright picture news pa

L. V. D. Advertising Director, 55 Broadway St., N. Y.

# Reads all but 2

or evening weekday newspapers

## circulation

It is well ahead of the other newspapers listed here in local circulation as well as in total circulation. All figures are for total net paid, excluding bulk sales, as latest publishers' statements to A.B.C.—for 6 months through March.



288,718 circulation

123,090 less  
than Mirror



265,440 circulation

146,368 less  
than Mirror



195,738 circulation

216,070 less  
than Mirror



51,888 circulation

359,920 less  
than Mirror

**only 3 years old**  
paper for all the family

Western Office: 326 West Madison Street, Chicago, Illinois

# CANADA

## Where Fish are Plentiful and Anglers are Few

- Six years ago, the life insurance in force in Canada was \$2,900,000,000. By last year it had grown to \$4,500,000,000.

The life insurance companies knew that Canada was prosperous. So they went after more business. And they got it . . . in chunks!

To-day, Canada is more prosperous than ever . . . able to buy anything good it is told about . . . and ready to be sold.

Consult any of the following representative

## Daily Newspapers of Canada

### Prairie Market

	Paper
Winnipeg, Man. ....	"Free Press"
Winnipeg, Man. ....	"Tribune"
Regina, Sask. ....	"Leader & Post"
Moose Jaw, Sask. ....	"Times-Herald"
Saskatoon, Sask. ....	"Star & Phoenix"
Esthbridge, Atla. ....	"Herald"
Edmonton, Atla. ....	"Journal"
Calgary, Atla. ....	"Herald"

### Maritime Market

St. John, N. B. ....	"Telegraph-Journal & Times-Star"
Hallifax, N. S. ....	"Herald & Mail"
Hallifax, N. S. ....	"Chronicle & Star"
Charlottetown, P. E. I. ....	"Guardian"

### Pacific Market

	Paper
Vancouver, B. C. ....	"Province"
Victoria, B. C. ....	"Colonist"

### Quebec Market

Montreal, Que. ....	"Gazette"
Quebec, Que. ....	"Le Soleil"
Quebec, Que. ....	"L'Evenement"

### Ontario Market

Toronto, Ont. ....	"Globe"
Toronto, Ont. ....	"Telegram"
Hamilton, Ont. ....	"Spectator"
Kitchener, Ont. ....	"Record"
Kingston, Ont. ....	"Whig-Standard"
Peterboro, Ont. ....	"Examiner"

(All Members of A. B. C.)



## What Percentage for Bank Advertising Appropriations?

THE ATLEE F. HUNT Co.  
OAKLAND, CALIF.

Editor of PRINTERS' INK:

In your October 7, 1926, issue of PRINTERS' INK you give some figures on how to base an annual appropriation for bank advertising.

Your figure for a bank having resources of \$75,000,000 or more, was an expenditure of \$1 per \$1,000.

In the case of a bank having resources of \$250,000,000, would the same basis apply, or would an annual appropriation of \$250,000 be considered too high?

THE ATLEE F. HUNT Co.

THE article referred to in this letter was entitled: "Mapping Out the Bank's Advertising Appropriation." It consisted of a reprint from the book "How Banks Increase Their Business," by G. Prather Knapp.

Mr. Knapp told of an investigation of bank advertising appropriations that he had made at one time. The advertising expenditures of 586 banks in rural and urban communities of forty-two States were averaged, and the results showed the following:

Total Resources	Spent Per Annum
5 to 20 million .....	\$3.00 per \$1,000
25 million .....	2.50 per 1,000
35 million .....	1.75 per 1,000
50 million .....	1.50 per 1,000
75 million and up ....	1.00 per 1,000

Having been shown the above letter, Mr. Knapp states that it is safe to say that there are several banks with less than \$250,000,000 total resources, which are spending more than \$250,000 a year in advertising.

"In any given field," says Mr. Knapp, "the percentage of total resources necessary for adequate advertising coverage will decrease as the total resources increase. As there are only about twenty banks in the entire United States with total resources of \$250,000,000 and over, the question of what such a bank should spend on advertising becomes wholly special for each bank and gets pretty well outside the general averages. But from what I know of the banks in this upper level, I would not

hesitate to say that some of them are spending even more than 1 per cent of their total resources annually on advertising."

An important point brought out in Mr. Knapp's book is that most successful bank advertisers seem to agree that it is a mistake first to fix the appropriation and then to make the plans. They say that the plan they follow is just the reverse of this. First they make their plans and then get as much as possible of the appropriation needed to carry them out, scaling the plans down where necessary. This seems the more logical method. It is safer for directors to know what will be done with money before they authorize expenditures. It is safer for executives to know at any and every time of the year, how costs are coming out at the end of the year. —[Ed. PRINTERS' INK.]

## H. E. Abt Joins "Children, The Magazine for Parents"

Henry E. Abt has joined the advertising staff of *Children, The Magazine for Parents*, New York. He was at one time advertising manager of the Rothschild Bros. Department Store, Ithaca, N. Y., and, more recently, has been assistant advertising manager of the Intercollegiate Alumni Extension Service, Inc., New York, and the alumni group of magazines.

## Mechanical Toy Account to G. Howard Harmon Agency

The Ferdinand Strauss Corporation, New York, manufacturer of mechanical toys, has appointed G. Howard Harmon, Inc., New York advertising agency, to direct the advertising of Loudspeaker harmonicas and Strauss mechanical toys.

## Fire Escape Account for Hurja-Johnson-Huwen

The Potter Manufacturing Company, Chicago, manufacturer of steel fire escapes, has placed its advertising account with Hurja-Johnson-Huwen, Inc., Chicago advertising agency. Trade magazines going to the school and building fields will be used.

## Appoints Carroll Dean Murphy

Quinlin & Tyson, Inc., Chicago, real estate and mortgage bonds, has appointed Carroll Dean Murphy, Inc., advertising agency of that city, as advertising counselor.

## Additional Departmental Programs for Denver

THE following programs for departmental sessions at the Denver convention of the International Advertising Association, are in addition to those published in last week's issue of **PRINTERS' INK**:

### ADVERTISING SPECIALTY ASSOCIATION

June 28, afternoon: Presiding, Theodore R. Gerlach; "Advertising Specialties and Their Tie-up with Newspapers," C. L. Perkins, classified advertising manager, Chicago *Herald and Examiner*; "My Experience with Blotters for Holiday Greetings," Harry W. Bundy, president, Bundy Coal Company, Denver; "Co-operative Use of Specialties and Motion Pictures," Douglas D. Rothacker, president, Rothacker Industrial Films, Inc., Chicago; "How the Use of Advertising Specialties Is Planned to Add Greater Value to All Advertising," J. MacKeever, vice-president, The Gerlach-Barklow Co., Joliet, Ill., and "The Change in Financial Advertising," Guy W. Cooke, First National Bank, Chicago.

### ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES

June 27, morning: Frank T. Carroll, president of the association, and advertising director, Indianapolis *News*, presiding; reports covering the year's work, committee appointments and other matters of general business.

Afternoon: William E. Donahue, manager, local display advertising, Chicago *Tribune*, presiding; R. L. Whittman, advertising manager, J. C. Penney Co., "Chain Store Merchandising"; Miss Claire Samels, advertising manager, Carson, Pirie, Scott & Co., Chicago, "Selection of Media."

#### Subjects for open discussions:

What are the principal advantages and disadvantages to the advertiser of a "shopping news"?; Are newspapers changing policies relative to the acceptance of advertising from retail stores located in other cities?; What are the best arguments to induce independent grocers to advertise to compete with chains?; How can a newspaper best help the retail advertiser?; What service should and should not be extended to the retail advertiser?; What market data should be compiled for the retail advertiser?; What are the best arguments replying to the idea of a few retail advertisers that advertising is not as effective as formerly?; What is the effect of a large volume of bargain advertising on lineage and on business generally?; What are effective methods of stimulating interest in staff meetings? and What are practical methods of developing local lineage for light days?

June 28, afternoon: National advertising;

Mr. Carroll, presiding; F. St. J. Richards, Eastern manager, St. Louis *Globe-Democrat*, "Co-ordination of the Publication Office and the Special Representative in Developing National Advertising"; Arthur H. Ogle, secretary-treasurer, Association of National Advertisers, "The Kind of Co-operation that Pays the Newspaper and the Advertiser"; Steve Kelton, assistant business manager, *Houston Chronicle*, "Methods of Developing More Advertising on a Substantial Basis."

#### Subjects for open discussion:

How can newspapers check the tendency to place national advertising through retailers?; What merchandising service should and should not be extended to national advertisers?; Can a small newspaper afford to give merchandising service?; How important is survey work in developing national advertising?; What are the most effective methods of developing national advertising?; Is it advisable to secure a special representative who confines his newspapers to one geographical area? and What are the best methods of charging advertising and handling claimed reductions when the advertisement as printed measures less than the order due to shrinkage?

June 29, morning: Classified advertising; Charles W. Nax, classified advertising manager, St. Louis *Globe-Democrat*, presiding; Charles T. Horn, classified advertising manager, New York *American*, "Building Classified and Making It Pay"; Harry Gwaltney, classified advertising manager, Milwaukee *Journal*, "What Classified Advertising Needs Most." A group of twelve classified advertising managers, representing newspapers of varied sizes, types and publication hours, will be present to answer questions in open discussions.

Afternoon: Problems concerning complete department; Carl P. Slane, publisher, Peoria *Journal-Transcript*, presiding; Rhey T. Snodgrass, advertising manager, St. Paul *Dispatch* and *Pioneer Press*; Roger H. Feger, advertising manager, Cincinnati *Enquirer*, "Rotogravure From the Angle of the Advertiser and the Newspaper."

#### Subjects for open discussion:

Should newspapers stop selling guaranteed position?; What is the best system of payment for advertising salesmen?; What is the solution of the rate differential problem for automobile advertising?; What are the best rulings for differentiating between national and local advertising?; What is the best closing time for an afternoon paper in a city of 50,000?; What are the merits of the Audit Bureau of Circulations rule that prohibits a newspaper from printing a competitor's statement? and What can be done about the evident disregard by many newspapers of the efforts to curtail the use of excessive areas of black?

L. W. Deming, for a number of years with the Chicago office of the St. Louis *Post-Dispatch*, has joined the staff of Charles D. Bertolet, publishers' representative, Chicago.

# AGAIN —

*all records broken!*

The Shrine Magazine for June contains 13,033 lines of advertising — a gain of 143 per cent. over the same issue a year ago.

‘ ‘ ‘

June, by the way, carries more advertising than any issue published since the magazine was founded.



## THE SHRINE MAGAZINE

1440 Broadway · New York

Phone: Pennsylvania 7827

Tribune Tower  
CHICAGO

Little Building  
BOSTON

## Advertising's Role in Nationally Known Successes

BARROWS, RICHARDSON & ALLEY  
NEW YORK

### Editor of PRINTERS' INK:

We are trying to find out to what extent advertising has made it possible for the leaders in various industries to develop a larger volume of business and a greater stability of sales volume than their non-advertising competitors. We know this to be an accepted fact in the automobile business and we suspect that it is true of soap, cosmetics and some lines of toilet goods. Specifically, our question is this: in the classifications of goods listed below are there any non-advertisers whose individual volumes of business are as large as those of the leaders who advertise?

Dentifrices  
Toilet soaps  
Laundry soaps  
Canned fruits and vegetables  
Tooth-brushes  
Cosmetic preparations  
Men's ready-to-wear clothing  
Hosiery  
Men's hats  
Floor coverings  
Roofing materials, including shingles, paint.

Household plumbing equipment, (including bath room and kitchen appliances).

Electric household appliances.

You may have covered this ground in your publications. If so, will you be good enough to furnish a list of references? Or, have you an opinion or data of your own on this subject?

BARROWS, RICHARDSON & ALLEY  
D. G. SCHNEIDER.

**T**HIS letter focuses attention on the role advertising has played in the success attained by various nationally known manufacturing concerns.

It is our opinion that it is seldom safe to attempt to point to a company which is tremendously successful and which is also a large national advertiser and say: "See how profitable advertising has been for that company." Of course, advertising has been a big factor in the success of an uncounted number of concerns. However, we believe that advertising was just one of a number of factors responsible for these successes and that it is not either safe or proper to select advertising for the lion's share of the credit.

This thought was ably expressed in a recent talk by Paul T. Cherington, of the J. Walter Thompson Company, delivered at

a meeting of the Advertising Commission of the International Advertising Association. The talk was published on page 153 of the May 19 issue of *PRINTERS' INK* under the title "What Is Meant by the 'Economics of Advertising?'"

Among other things, Mr. Cherington said: "There is little to be gained by bringing forth individual instances of advertising success as a basis for economic justification. For example, here is company 'A' which makes a high-grade product, and which has advertised quite liberally for many years and has been successful. If the truth were actually told in full, its advertising has been the least creditable thing in the company's history from the standpoint of efficiency. In all probability, it would have had little or no effect on the buying public if the company had not, by its policies and methods of operation, extinguished competition. It is quite impossible to talk about the advertising history of the company intelligently unless we go into the quality of the advertising and the actual contribution which it has made to the success of the business. This cannot be done if it is separated from the business policies of the concern."

In brief, it is our thought that it is scarcely possible to pick out an industry such, for example, as the hosiery field, and say that the leader or leaders in this field are at the head of the procession because they are advertisers, while those at the tail of the procession occupy that position because they are not advertisers. As a matter of fact, in so far as the hosiery industry itself is concerned it is probably true that there are several hosiery manufacturers who have never advertised to the consumer who are as large, if not larger, than the biggest hosiery advertiser.—[Ed. *PRINTERS' INK*.

### Racine Radiator to Move to Milwaukee

The Racine Radiator Company, Racine, Wis., maker of Perfex automobile radiators, will move its office and equipment to a new plant to be built at Milwaukee.



POPULAR SCIENCE MONTHLY  
Home Owners Report  
**Remarkable OIL BURNER Results**

Nation-Wide Survey by Popular Service Institute of Standards Shows Home Willing to Go Back to Coal

**I**N LINE with its aim to give the voices of Protestant African Ministers a platform was the Pan-African Science Institute of Singapore recently organized the most comprehensive investigation of all business that has yet been made. Representatives from over 100 different firms, in widely scattered

though it is generally agreed that some degree of *in vitro* culture gives the highly purified bacteria a more observable form of more extensive biochemical study. It is interesting to note that a few and percentage of *Shigella* bacteria become *in vitro* completely avirulent.

and business have built up their reputations of superior customer service and efficiency. When the opportunity of having your ad featured here is available, don't let it pass you by. Call today and reserve your ad space.

[illegible][illegible]

### What the Survey Shows

Total number of business installations investigated	2,297
Estimated owners	1,045
Total firm of service fee income investigated	26,522
Total service calls for the month of service	22,114
Owners reporting complaints	79
Quantity not described by issue under this questionnaire	11,900
Operating not more than one hour	23
Owners willing to shift back to work	None

## Important influence on oil-burner sales

**OIL-BURNER** salesmen attach great importance to word-of-mouth advertising.

A word from a homeowner easily may make or break a sale.

In printed advertising, tell your oil-burner story first—and all the time, to men with practical interest in mechanical things.

Largely, it is these practical men on whom you

must depend for word-of-mouth advertising.

By continuous advertising in Popular Science Monthly,—

You call three hundred thousand practical men to the aid of your sales department:

Aid, through easier sales made to these interested men themselves; and, next, aid in the influence they have on other sales.

# Popular Science

**250 Fourth Avenue, New York**



## *Service Offices for Advertisers*

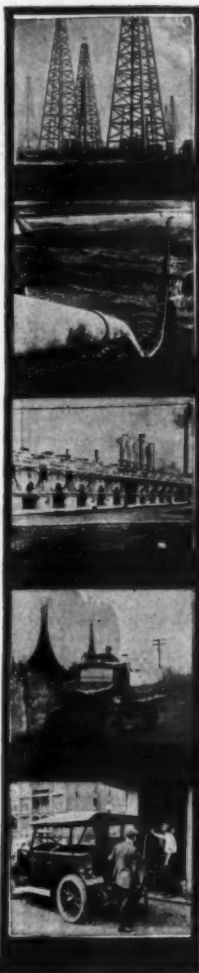
**B**ECAUSE the Oil Industry is a law unto itself in its buying habits and procedure, and because its requirements and

**NATIONAL  
PETROLEUM  
NEWS**

methods of distribution are in many instances just enough out of the ordinary to call for explanation, National Petroleum News is not satisfied merely to sell white space. It aims to give its advertisers, in addition to mere white space, the facts, data and details which will make the advertising successful.

For this purpose it maintains six service offices in charge of oil-experienced men whose task it is to bring to interested advertisers and agencies the complete picture of the Oil Industry, its policies, habits and trends, together with whatever data and statistics are necessary to a practical understanding of the market. Write, wire or phone any office listed below.

Members A. B. C., A. B. P.



### *A Weekly Newspaper for Producers, Refiners, Marketers*

#### EDITED FROM

World Building .....	Tulsa, Okla.
35 E. Wacker Drive .....	Chicago, Ill.
342 Madison Ave. ....	New York
West Building .....	Houston, Texas
Petroleum Securities Building .....	Los Angeles, Calif.

#### PUBLISHED FROM

812 Huron Road, Cleveland, Ohio

# One to Every 3.2 People in Florida

**I**N 1926 there were registered in Florida 401,562 motor vehicles—an increase of 40.2 per cent. over the preceding year, not including the non-resident registrations.

This was a greater gain than was shown in any other state, the next largest increase being in Oklahoma with a gain of 17.8 per cent.

Florida now has one motor vehicle to every three people residing in the state—a striking indication of the excep-

tional buying power of this great, growing market.

Florida, with a resident population of more than a million and a quarter, offers a splendid year 'round market. In the winter its tourists double the population of the state and create here unusual advertising possibilities.

Plan now to get your share of this Florida business. You can cultivate this fertile field best by advertising in—

## The ASSOCIATED DAILIES of Florida



DeLand Daily News  
Fort Myers Press  
Fort Myers Tropical News  
Jacksonville Journal  
Lakeland Star-Telegram  
Miami Herald  
New Smyrna News  
Orlando Sentinel  
Palm Beach News

Palm Beach Post  
Pensacola News-Journal  
Plant City Courier  
St. Augustine Record  
St. Petersburg Independent  
St. Petersburg Times  
Sanford Times  
Tampa Times  
Tampa Tribune



## A New Item Rides to Success on the Old Line's Prestige

**Merton Found That the Increased Volume of Business, Due to Taking on a Line of Knickers, Allowed It to Reduce Cap Prices**

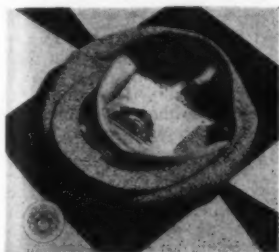
By Charles S. Merton

President, Charles S. Merton & Co.

WHEN we learned through our trade that many customers for Merton caps wanted knickers to match we decided to turn out the kind of knickers the public was seeking. A year ago, therefore, we added Merton knickers to our primary cap line, and started advertising and merchandising these two items of clothing as an ensemble.

Many surprising conditions de-

For twenty years we have been in the business of making sports fabric headwear. Always our idea has been to make a quality article and to build up prestige for it through high-class advertising and the good-will of the trade. Possibly we have been slow to go into the making of anything more than caps, but we were conservative only because we felt that we had a big enough job to do in turning out



平林氏 謝五郎子中允、女氏 中允

[illegible]

CAPS and KNICKERS to WATCH by  
**MERTON**

**MERTON**  
CAPS and KNICKERS 10 MATCH

[illegible]

CHARLES E. WESTON & CO. 210 FIFTH AVENUE NEW YORK CITY

TWO MERTON MAGAZINE ADVERTISEMENTS; ONE FEATURING CAPS AND THE OTHER THE COMBINATION OF CAPS AND KNICKERS

veloped. We found, for example, that we could not send separate sets of salesmen out on the road for each item. We also discovered that the increased total volume of our business, due to the taking on of knickers, allowed us to cut the price of caps somewhat and to give the dealer a greater margin of profit.

But before going into results of adding the new item to our old line, let me tell how we came to take it on.

one article and maintaining its leadership.

But when we found, as we did a year ago, that our dealers sensed an ever-increasing demand for an ensemble of cap and knickers in colors, it seemed that the time was ripe to add to our line. We could see possibilities in an allied item. Manufacturing costs might be reduced through increased volume, and each article might very well help to sell the other.

The manufacturing side of our

new problem quickly took care of itself and advertising grew gradually into the form best suited to our needs, but so far as selling was concerned the first five months actually turned out to be experimental months.

What happened in selling the new item was this: At the start we sent out a separate force of salesmen to handle the knickers, on the theory that cap men should stick to the item which they knew all about. We realized that in many of the larger stores it would be necessary to sell to new department heads and we felt that it would be unwise for our regular men to take on new tasks.

#### CAP PRESTIGE LOST

But we quickly discovered that under this system the new item did not gain full advantage of Merton cap prestige. We found knicker buyers in the majority of stores over the country also were cap buyers and, where our cap salesmen knew their retailers as old friends, the knicker men were strangers and had to break new ground for themselves every foot of the way. Within five months we realized that the two items did not warrant separate selling. One man taking both lines to the buyer could get much more business, for he could take better advantage of Merton prestige to sell his customer on our company's new article.

Where caps and knickers were sold from the same department, our cap man had little or no difficulty in getting in both lines. Where the two items were sold in different sections of the store, his method was to send a duplicate cap order to the head of the knicker department to show the knicker buyer what was going on and to give him a suggestion as to what he might do to tie-in knickers with caps. As many large stores had both sections close together it turned out to be very little additional trouble for our salesman to reach the knicker buyer and to show him the advantages of allying himself with the cap section.

The Merton man could talk window displays to both section heads and urge them to combine in set-

ting up cap and knicker ensembles. He could point out to them the sales possibilities in combining the two articles in a single piece of their newspaper advertising. And he could also sell them the thought of putting knickers in cap counter display cases and caps in knicker cases.

Experience showed us that the two items we had to offer were so closely allied and helped so well to sell each other that even in stores where the cap department and the knicker division were separated, one man could with very little difficulty get the section heads to co-operate with each other on the basic idea that one item would increase sales on the other. In short, our experience showed that one set of salesmen could handle the old and the new items in our line better than could two. And the best selling point was that of mutual helpfulness, for buyers are quick to take on anything that will increase their volume.

Considered from the home office point of view, the presentation of knickers as an article to be sold right along with caps practically gave us an overnight business through our regular outlets. The prestige which our caps had built up in twenty years enabled us to get a friendly hearing for the new item and made it much simpler to get across our ensemble idea. As it worked out in practice, sales of the knickers last year were right up to the limit of our production.

At the start of 1927, when we made out sales quotas for our fifteen salesmen, we lined up the major trading centers in the country and planned a special drive to reach those of the 657 centers which were not bulking large on our lists. Pointing out to our men that their quotas actually were based on prospective sales, we gave the men portfolios of 1927 advertising and helps and sent them out with an almost assured prospect of doubled knicker sales.

In practically all of our advertisements we majored caps and used the knickers as an insert, feeding the new item in gradually. By the middle of last year we were giving the knickers about equal



prominence in column advertisements run in a national weekly and were tying them together in a free consumer booklet entitled, "Merton Caps and Knickers to Match."

The tie-up in this column advertising was attained by showing, for instance, a golfer wearing a Merton cap and knickers. Copy, running across the figure breast high, bordered off the head and shoulders and told about the caps. Further copy, running just below the knees, set off the knickers and described them. The final line, "Plus Four knickers to match Kent Cap, *shown above* of fine quality tweed, \$12.00," made a complete tie-up.

For 1927, however, we are giving increasing importance to the knickers in our advertising. Last year's experience showed us that while knicker production did not beat caps, it was sufficiently large to warrant featuring the knickers and inserting caps now and then instead of using caps as the feature all the time. What we are doing this year, therefore, is to advertise caps alone sometimes, knickers alone sometimes, but mostly to combine the two and to advertise the ensemble as a unit.

This advertising, appearing in pages in one class monthly and in single column in one national weekly, with an occasional double spread in the monthly, has been very effectively merchandised to our dealers by the simple method of sending it to them as far in advance of publication as six months.

Dealer response from this advertising has been splendid. Retailers have come to our showroom with our advertising pages torn from the magazines, and even stewards handling ship stores on coastwise vessels have come to us for knickers to sell in their shops at sea—because our style advertising to the consumer has attracted them.

Looking back on a little more than a year of selling this new item in our line, we find that the following has come about:

First, adding this logical second product has enabled us to increase our total sales volume without increased cost of building up new

outlets. Through the same sales channels we are doing a much greater business measured in dollars.

Second, because of greater manufacturing volume and because of our increased sales volume at comparatively small increased sales cost, we have been able to reduce the cost of making and selling our caps and, in turn, cut the price to our trade, the net result being to give the dealer a greater margin of profit.

The prestige built up by our primary line of caps over a long period of years aided in bringing out a new knicker item, and the bringing out of this second item created a sales volume which reacted to the benefit of the primary product—a very satisfactory circle.

### Victor H. Hanson Buys Birmingham "Age-Herald"

Victor H. Hanson, publisher of the Birmingham, Ala., *News*, an afternoon paper, has purchased the Birmingham *Age-Herald*, published mornings. Both papers have been placed under one management. The actual sale took place in March, but announcement was withheld until last week. The week-day edition of both papers will be continued under their own names. The Sunday edition will be a consolidation of the two papers, carrying the names of both.

The Kelly-Smith Company, publishers' representative, will represent the *News* and the *Age-Herald*.

### New Accounts for Ferry- Hanly Agency

The Cameo Specialty Company, New York, importer and manufacturer of beauty shop supplies and equipment, has appointed the Ferry-Hanly Advertising Company, Inc., New York, to direct its advertising account. Business papers are being used.

A. M. Braun, New York, manufacturer of Almbra toilet preparations, has also placed his account with this agency. Magazines will be included later on in a campaign now using business papers.

### Globe Ticket Company Buys Trimount Press

The Globe Ticket Company, Philadelphia, has purchased the Trimount Press, Inc., of Boston. John M. Cummings, for the last twenty years manager of the Trimount company, has joined the Globe company as second vice-president and a director, in charge of the Boston office.

*The*  
**ABSOLUTE  
SUPREMACY**  
*of the*  
**CINCINNATI  
POST**  
IN CIRCULATION

**209,925**

*Total Circulation*

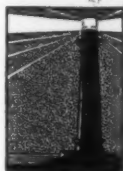
**132,239**

*City and Suburban*

has reduced the cost of  
Advertising to (1.46 flat)  
**the Lowest Milline  
Rate in this part  
of the United States**

**The Picture  
Tells The Tale**

*Keep them  
POSTed  
in the Cincinnati  
District*



SCRIPPS-HOWARD

**The Cincinnati Post.**

A SCRIPPS-HOWARD NEWSPAPER

Represented by ALLIED NEWSPAPERS, Inc.

250 Park Avenue, New York

Chicago Detroit San Francisco Los Angeles Seattle



*The English Renaissance Living Room created by Good Housekeeping Studio.*

**G**OOD HOUSEKEEPING could still be Good Housekeeping without several of the services it gives its readers. It could still be a good magazine were only half the present care devoted to editing its columns. But in the curtailing, Good Housekeeping would lose its most appealing characteristics—the diversity and variety of its numerous departments; the authority which comes of research and study of readers' wants.

Consider, for example, the work of Good Housekeeping Studio. The rooms the Studio presents every month are actual rooms, designed, built, decorated and furnished by the Studio's own staff—a different room each month. Only by this variation could the Studio meet the needs and fancies of its million and a quarter readers. And by this practical application of the principles of decorating the Studio offers its suggestions and knows whereof it speaks.

This thoroughness, this adherence to facts is Good Housekeeping. Is it to be wondered at that women hold it the first authority in all their activities? Ask any woman whose home you admire how she feels about it.

The Studio has just published in limited edition a handsomely bound and illustrated résumé of its work. Would you like a copy?

## GOOD HOUSEKEEPING

CHICAGO    BOSTON    NEW YORK    SAN FRANCISCO



NEW YORK  
**Herald Tribune**

*Announces*

*the appointment of*

**GEORGE J. AUER**

*as*

**ADVERTISING  
MANAGER**





# "Watch Your Step"—A Slogan for the Radio Industry

What Will Happen to the Radio Industry If Outside Manufacturers Decide to Stop Broadcasting?

By Henry A. Bellows

Of the Federal Radio Commission

THE entire range of American industry does not, I believe, present a more curious economic spectacle than the strange anomaly of radio. Here is an enormous business, representing retail sales estimated at more than half a billion dollars annually, with its entire foundation laid on ground which, if it is not absolutely shifting sand or a perilous quagmire, is certainly far from secure. The manufacturer of radio receiving equipment is actively engaged in producing something which, of and by itself, has no intrinsic value whatsoever. You cannot cut the grass with a radio set, or sew on buttons with it, or even play tunes on it; you can use it only as a means for securing a particular type service, without which it is manifestly useless.

This service is provided by the broadcasters. The relation between broadcast programs and the radio receiving set is very much like that which exists between the phonograph record and the phonograph. There is, however, this obvious difference: the people who make and sell phonographs likewise make and sell the records which render them of value, whereas only a small part of the country's broadcasting service is today provided by those who manufacture its radio receiving sets.

In order to make this point clear, let me give you the actual figures. Under the new broadcasting licenses, effective June 1, there are 694 radio broadcasting stations now operating under the jurisdiction of the Federal Radio Com-

mission. Of this total number, 25, or 4 per cent, are owned by manufacturers of electrical equipment and 128, or 18 per cent, by dealers in electrical supplies or power. One hundred and forty-nine, or 22 per cent, are owned by educational or religious institutions; 51, or 8 per cent, by newspapers, and 341, or 48 per cent, by persons or corporations engaged in other forms of business. In other words, 78 per cent of the radio broadcasting stations in the United States are owned by people having no direct interest whatsoever in any form of electrical manufacturing or selling activity.

Mere numbers are, of course, to some extent misleading, for it is clearly unfair to attach the same importance to a thirty kilowatt radio station as to one of fifty or a hundred watts. Accordingly, I will give you the proportions on the basis of weighted averages, full allowance being made for power output. On this basis, the manufacturers of electrical equipment are providing 8 per cent of the national broadcasting service, the dealers in electrical supplies or power 13 per cent, the educational and religious institutions 23 per cent, the newspapers 9 per cent, and other types of business activity 47 per cent.

This means that more than three-quarters of the broadcasting service on which the whole structure of radio receiving set manufacturing is based is being provided by interests entirely outside of the electrical field, and less than 10 per cent of it by those actually engaged in the manufacture of electrical equipment. Furthermore, most of this broadcasting is being done on an admittedly

Portion of a speech delivered at the annual meeting of the National Electrical Manufacturers Association, at Hot Springs, Va., June 4, 1927.

uncertain economic foundation. There are probably not ten stations in the entire country which can show as much as an even break between revenue from sale of time and operating expenses. Nearly all of the broadcasting on which the radio manufacturing business depends is today being carried on for the sake of creating public interest and good-will, the dollars and cents value of which is in most cases exceedingly hard to determine.

Suppose this interest and good-will should fall off; suppose that those who are now providing more than 75 per cent of our broadcasting should discover that the support of their listeners has flagged to a point where it is no longer even a remotely possible source of indirect revenue. What would happen to radio manufacturing? The answer is clear enough: either the makers and merchandisers of radio receiving sets would have to take over the entire burden of our national broadcasting, or else their radio business would dwindle to negligible proportions.

This is why the manufacturer of electrical equipment is, or ought to be, so vitally interested in the relations between the broadcaster and the public. It is on the ability of the broadcaster to arouse, hold and increase the interest of the public and to extend the value of his service, that the business of the radio manufacturer depends.

Now, the broadcaster exists solely to please and serve the listening public, but he is in an extraordinarily difficult position when it comes to gauging the real value of his service. The Federal Radio Commission is just now in a peculiarly sensitive mood to this problem, for the law under which it is functioning has set up as its guidance in issuing broadcasting licenses and in allocating frequencies, power and time of operation, only the test of "public convenience, interest or necessity." In other words, the Commission has had to estimate the value of the public service performed by each

broadcasting station in order to determine the extent to which it could be permitted to use the very limited number of available channels.

In almost every other form of human activity there are certain obvious, if not altogether accurate, guides to the quality and quantity of service rendered. You can determine the circulation of a newspaper, and its files can be made a matter of record as proof of the character of its service to its readers. You can count the number of people in a church; you can find out how many persons are using telephones, you can figure out the total sales of a department store. But by no system of mathematics yet devised can you find out how many people listen to a radio station, and still less can you find out what they really think when they do listen to it.

One thing, however, is reasonably clear: the public is demanding a constantly improved service from broadcasters. The good old days when the chief thrill of radio reception was in getting a new station, and when any kind of a program would do to carry the mystic letters of the station's call, have long since passed away. The listener of today has been educated to demand quality in entertainment; he is fast learning to demand, in addition to entertainment, a varied and complex service of education and enlightenment.

Many of the broadcasters know this, and their programs show their understanding of their new problems, but many more, as the records of the Federal Radio Commission eloquently declare, are still pretty much in the Dark Ages. The danger is, first, that public demand for good quality and wide variety of service will progress so fast that the already strained finances of the broadcasters cannot keep pace with it, and, second, that the listening public will become bored and surfeited with what they are getting before the broadcasters as a whole are aware of what is happening.

The first of these dangers, resulting from the steadily increas-

# The Man Group

## COLOR PAGES

**Field &  
Stream**

**FORBES**

THE MAGAZINE  
OF BUSINESS  
SYSTEM

**NATION'S  
BUSINESS**

**Popular  
Science**  
MONTHLY

**SCIENTIFIC  
AMERICAN**

# 1,000,000

## One Million Men

### The Man Market

Twelve years ago we originated the idea of selling and producing Color pages for a Group of Magazines. During that time we have sold and produced one billion, five hundred and sixty million (1,560,000,000) magazine Color pages. The low rate of

**\$6,500 for a large page in four Colors**

in our new Group is possible because of our well-known plan of requiring only one set of original Color plates, one electrottype cost, one makeready cost, a long press run on a big sheet (instead of half a dozen different printers going through the same manufacturing operations).



**Ruggles & Brainard Inc.**

*The Graybar Building*

*New York City*

ing cost of adequate broadcasting service, can to some extent be averted by the electrical manufacturers themselves. A few of them now own and operate broadcasting stations, and it is worthy of note that the stations thus owned are, in general among the very best in America. Others have leased the facilities of broadcasting stations in order to put on programs carrying their names, and here again it is conspicuous that the good-will radio programs sponsored by manufacturers of electrical equipment have been among the finest that this country has been privileged to hear. It may well be, however, that this type of service will have to be extended, and that the electrical manufacturers will find it necessary to come to the assistance of the broadcasters with more stations and more commercial programs in order to maintain broadcasting service at a point where it will adequately stimulate the demand for receiving equipment.

The second danger is far harder to deal with. How is the broadcaster, always eager to satisfy his listeners, really to know what they want? There has been a curious pathos in many cases which have come before the Federal Radio Commission—cases in which the broadcaster thought he was doing a fairly good job, and yet where practically all the letters sent to the Commission regarding his station urged that he be denied a license altogether.

Here is where the electrical manufacturer must recognize his responsibility. It is his business to study public opinion in regard to broadcasting service and to see that the broadcaster has the full advantage of his observations. After all, broadcasting is what the public makes it, with this one qualification, that public opinion with regard to any form of broadcasting service is peculiarly hard to formulate. And in radio, as in anything else, there is always the danger of getting into a rut.

The future of the radio manufacturing business depends very largely on the progress of the art

of broadcasting, and this progress will be determined by the broadcasters' understanding of the public demand. For this reason it is up to the manufacturers themselves to study this demand, to interpret it, and to co-operate in every possible way with the broadcasters in meeting and keeping ahead of it. After all, this is no unreasonable demand. If the manufacturers are today providing less than 10 per cent of the broadcasting on which every dollar of their radio business depends, they can at least help the broadcasters to make their service, in type and quality, what it really ought to be. Bad broadcasting is one of the worst foes of the radio manufacturer, and the elimination of bad broadcasting depends on the public. It is in helping the broadcaster to find out what the public really demands, and in stimulating the interest in better and more varied service, that the electrical manufacturer can best play his full part in shouldering the responsibility which the public has for broadcasting.

The Federal Radio Commission has under the law no right of censorship or control over radio programs, and yet its every act is, in effect, a recognition of the fact that the broadcaster's sole claim to license is his ability to send out programs which have a definite value to the public. In other words, the Commission must try to interpret public opinion, evaluating it in terms of frequency, power and time of operation. The electrical manufacturer has the same task, only he has to evaluate public opinion in the still more definite terms of dollars and cents. If he does not want that portion of his business which is dependent on broadcasting to decline, if he wants it to grow steadily year after year, it is up to him to see that broadcasting throughout the country improves in quality from month to month. The broadcaster will be what the public makes of him: it is for the manufacturer to see that the broadcaster is always equal to the very best that the public demands.

# A SURE WINNER



## The Dayton Market

Pays Big Odds On Any Product  
of Merit if You Use

## THE DAYTON DAILY NEWS

With Its Thorough Coverage In Dayton  
and the 34-Mile Trade Area

*The News Alone Will Successfully  
Tell Your Sales Message—It's the One  
Medium That Covers the Territory*

## THE DAYTON DAILY NEWS

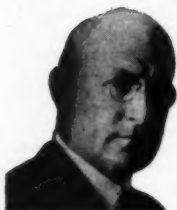
Member NEWS LEAGUE OF OHIO

THE DAYTON DAILY NEWS  
THE SPRINGFIELD NEWS  
THE CANTON NEWS

Represented by

I. A. KLEIN, New York, Chicago  
A. J. NORRIS HILL, San Francisco, Los Angeles, Seattle

## Advertisers Should STUDY CHARACTER Of Circulations



O. C. HARN

By O. C. HARN  
*Managing Director of  
The Audit Bureau of Circulations*

**M**R. HARN in an address at Detroit before the Association of National Advertisers laid great emphasis on the wisdom of a careful analysis by advertisers of the circulation of newspapers under consideration for their advertising. He stressed the value of quality of circulation as being quite as if not more important than the quantity of circulation and summed up his conclusions as follows:

"One of the most discouraging things to publishers is that you advertisers and your agencies have been far too slow to discriminate. We have been passing through an era of shamefully indiscriminate buying. The space buyer who makes up his list after consulting only the first page of an Audit Bureau statement or, worse still, the statement of the total net paid circulation in some directory, is as incompetent as a buyer of coal would be who contracted for a year's supply of coal on the price per ton or a buyer of lumber on the assurance that he was going to get a certain number of feet at a given price.

"Another thing you buyers of circulation who are inquiring only into 'coverage' at the lowest rate and who often select the largest circulation in a given field or in a certain city, without further inquiry, are being stung right and left.

"Now, do not misunderstand me. I do not say buy small circulation because it is small. That would be just as ridiculous as buying the large circulation because it is large. For the large circulation may be large because the paper is the better. Buy neither one on mere knowledge of the size of its circulation, but study the papers and the elements of which the circulation of each is composed."

R

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mphas  
lysis b  
f new  
their ad  
value o  
import  
up his

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far too  
ugh an  
e buyer  
page of  
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y, is as  
tracted  
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o get a

inquir-  
o often  
certain  
nd left  
y small

Every thoughtful and  
discriminating advertiser  
will endorse the truth  
expressed by Mr. Harn.

The real value of any  
advertising medium is  
measured by the results  
obtained from its use.

The



Sun

280 BROADWAY

NEW YORK



**A Sluggish Market** is nothing more than a group of individuals who do not respond. Their sluggishness is often due to improper stimulation. Tests have shown that a letter on quality paper gets as high as twenty per cent more returns than the same letter on cheap paper.

Quality paper need not be expensive. For example, **SUCCESS BOND**. A rich, attractive cockle finish and strong, raggy texture give it the "body" and "feel" common to all high-grade papers. Its friendly dignity results in greater "pulling power" for any message. Yet its cost is moderate enough to make it a reigning favorite with conservative business men!

Printers admire its sterling uniformity. They like its easy printing and lithographing qualities.

Put new "pep" into sluggish markets with **SUCCESS**.


# Success Bond

*"Note the Tear and Wear as well as the Test"*

## NEENAH PAPER COMPANY

Makers of  
SUCCESS BOND  
OLD COUNCIL TREE BOND  
CHIEFTAIN BOND  
NEENAH BOND

*Neenah, Wisconsin*

Check the  Names

WINDOM BOND  
GLACIER BOND  
STONEWALL LINEN LEDGER  
RESOLUTE LEDGER  
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes





# Should Sales Discount Be Charged as a Selling Expense?

The Cost of Selling Goods under Different Conditions Is Comparable If Sales Discount Is Recorded as a Sales Expense

By Dr. J. R. Hilgert

College of Commerce, University of Illinois

THE items which are charged to selling expense by the manufacturers and distributors virtually run the gamut. There is little uniformity among concerns in the items charged to selling. It does not make a great deal of difference in regard to some items whether they are charged to selling or administration so long as they are not "key" items of control.

A very important item in selling, particularly at the present time when it is difficult to sell without cutting prices, is sales discount. This item is frequently not recorded as a sales expense. By sales discount is meant any deduction from the base list price which the retailers or wholesalers purchasing in normal quantities are supposed to pay. Concerns which sell direct to retail dealers, as auto tire companies, for example, have a dealers' list price. In the industries where it is customary to sell to wholesalers, as for example in the distribution of grocery store products and drug store merchandise, a regular wholesale list price is established. In either case the dealers' or wholesalers' list price then is the base price on which sales discount for one reason or another is allowed.

There are many companies which sell their products through several sales channels, marketing the major portion through their sales branches to the retail dealers, but also sell to wholesalers and to sales agents. From the viewpoint of sales expense control, as will be shown later in this discussion, the retail dealer's price should in this case be used as the basis from which deductions are allowed to agents and wholesalers. The discounts from the base price, whether allowed to retailers or to

other middlemen, should be charged to sales expense.

The accountant, however, not having the sales viewpoint, failing to recognize the part sales discount plays in the control of sales expense, does not see the need for recording it as a selling expense item. He is content with recording sales at the figure they are actually sold, thus disregarding sales discount entirely. For example, if the dealer price of an item is \$10 and a discount of 3 per cent is granted for any reason, only the net sales figure, \$9.70, is recorded on the books. No entry is made of the amount allowed for discount. The object of this article is to show that such a procedure leads to ineffective control of selling expense and lax sales effort for it is important to charge sales discount as a sales expense for two reasons:

1. To show the true cost of selling in each sales territory or district.

2. To make the cost of selling under different methods comparable

In the first place, economic conditions make it necessary for a company distributing nationally to vary its prices in certain sections. Competition is by no means uniform over a wide area. It is very difficult for most companies to sell at uniform prices in all territories on account of the varying strength of competitors. In order to sell under such conditions, it is necessary to allow a discount from the regular list prices in certain districts. The discount must, however, be closely controlled in order to hold selling expense in check. It requires no great salesmanship ability to sell a standard product when a long enough dis-

count is offered. Any deduction from the base list price has the same effect on profits as any other selling expense item.

The importance the sales discount item plays in the control of sales expense can best be indicated by showing how it serves as a control device in a well-known sales organization. The Hood Rubber Products Company, one of the best managed sales companies that has come to the writer's attention, charges sales discount as a selling expense. This company operates some forty sales branches located in the principal cities of the country which sell direct to dealers. It bills its goods to the branches at dealers' list price, i. e., selling price. If the products are sold for less than this price, the discount allowed is recorded as a selling expense the same as salesmen's salaries, office supplies, etc. The list price is the amount the company expects the salesmen to get for the various items. It is about the same figure in monetary value as is charged by competitors for products of similar quality. The managers, however, have the discretion to allow a discount from the regular selling price under certain conditions. This is necessary at certain points in order to meet competitors' terms and in some cases to get a very promising dealer to stock the line. The expense in terms of sales of each branch manager is carefully budgeted and he is expected to sell at a certain fixed per cent to sales. If he allows too much discount, his expense ratio will exceed his budget and he will be required to make an explanation. The amount of discount from list in no small measure depends upon the selling ability of the sales manager. A good salesman can sell standard goods without giving much discount.

It is of vital interest for a company selling through several different channels of distribution to know the cost of selling by each method. There are many manufacturers that sell to both wholesalers and retailers. Some even use a third method, viz., that of selling to agents who are given

exclusive right to sell the line in restricted territories. When this selling policy is adopted the base price from which discounts are granted should be the regular retailer's price. Under this procedure the jobbers and agents (if agents are employed) would be billed at the dealers' price less the per cent the jobbers or agents are to receive for reselling to dealers. This is the jobbers' discount. If in addition branches are operated, they may either be billed for the same amount as the jobbers or else for the dealers' price if the home office pays for the operating of the branches. The discounts under the different methods of distribution may then be treated as an expense in making up the expense budgets. Such a procedure makes the per cent of selling under different methods of selling comparable. On the other hand, if we use net sales prices instead of a basic price (namely the dealers' price as pointed out above) and should give only 10 per cent to the sales branches because the company has to carry the branch sales cost, and 15 per cent to jobbers because they stand their own selling expense, it is very evident that the net results would be misleading. Under the method just explained the cost of selling goods under different conditions is comparable and it is possible to see at a glance from the records the relative merits of the different methods of distribution. Concerns which adopt this method of handling sales discount will be in a better position to establish effective sales policies and control distribution expenses.

### Eureka Vacuum Cleaner Sales Are Higher

The sales volume of the Eureka Vacuum Cleaner Company, Detroit, has increased 12 per cent in the first quarter of 1927 over the sales for the same period of 1926. This has resulted in a net profit of \$485,618 for the first quarter of 1927, compared with \$439,939 for the same period of 1926.

### Acme White Lead Appoints Phelps Agency

The Acme White Lead & Color Works, Detroit, has appointed George Harrison Phelps, Inc., advertising agency of that city, as advertising counsel.

If you are planning a Rotogravure Campaign in Syracuse, N. Y., you will be interested in knowing where the local and national advertisers run the bulk of their rotogravure advertising.

### ROTOGRAVURE LINEAGES SYRACUSE, N. Y. NEWSPAPERS

FIRST 5 MONTHS 1927

	HERALD	POST STANDARD	HERALD'S LEAD
Local .....	57,016 lines	9,328 lines	47,688 lines
National .....	40,956 "	26,815 "	13,241 "
<b>TOTAL .....</b>	<b>97,972 "</b>	<b>36,143 "</b>	<b>60,929 "</b>

(De Liser Bros., Inc., Figures)

## SYRACUSE HERALD SYRACUSE, N. Y.

*National Representatives:*

**PRUDDEN, KING & PRUDDEN, Inc.**

270 Madison Avenue  
New York

Park Square Bldg.  
Boston

28 E. Jackson Blvd.  
Chicago

507 Montgomery St.  
San Francisco, California

Leary Building  
Seattle, Washington

Chamber of Commerce Bldg.  
Los Angeles, California

## To Feature Demonstrations at Dis- playmen's Convention

**H**OW publication and outdoor advertising can be co-ordinated with retail store window displays is one of the themes to be developed in the four-day convention of the International Association of Displaymen at Detroit, June 13, 14, 15 and 16. Several speakers on the program, announced last week by W. L. Stensgaard, president of the association, will touch on this topic. However, chief emphasis will be laid on twenty or more demonstrations of window display building with a wide variety of merchandise.

The morning of Monday, June 13, will be given over to the formalities incident to opening the convention. Beginning with Monday afternoon the following program will be presented:

*June 13, afternoon:* "An Outline of International Association of Displaymen Activities during the Past Year," President W. L. Stensgaard; Demonstrations—yard goods display, women's hosiery, simple drapes of silk; "Charging Display Expense to Selling Departments," Harry C. Martin; "American Displays as Seen by an Australian," Phil W. Warner, director of sales promotion and displays, Berlei, Ltd., Sydney, Australia; Award for best display of Nemo corsets by Frank Jepson, advertising manager, Kops Bros., Inc.; open forum.

*June 14, morning:* "Linking Show Windows with National Advertising Campaigns," demonstration by Joseph Marshall, National Association of Retail Clothiers, assisted by R. H. Logenbaugh and Carl Gasthrene; "Making Gold with Glass," J. Duncan Williams, director of display, National Association of Retail Clothiers; "The National Advertiser's Interest in Modern Display," C. C. Agate, managing director, Window Display Advertising Association; Demonstrations—gloves, toilet goods, hand bags and accessories.

*Afternoon:* "The Co-ordination of Advertising and Display," C. K. Woodbridge, president, International Advertising Association; playlet "Display Merchandising in One Act," by Dayton, Ohio, Displaymen's Club; "Reflections," W. H. Hinks, L. S. Donaldson Co., Minneapolis; Demonstrations—Men's clothing, Hickok belts, Neckwear for Father's Day; "The Displayman's Service to his Community," Carl Balcomb, United Light & Power Company, Davenport, Ia.; "How Display Enters into

Our Merchandising Program," Tom Leslie, director of display, Wilson Bros., Chicago; open forum.

*June 15, Morning:* Address and demonstration, Carl V. Haecker, Frank Burke Hardware Company, Waukegan, Ill.; "How to Have a Displaymen's Club," I. E. Ogg, president, Sharon, Pa., Displaymen's Club; demonstrations by Peoria, Ill., Displaymen's Club.

*Afternoon:* "What the International Association of Displaymen Questionnaire Revealed," W. L. Stensgaard, president; demonstrations by members of Oklahoma City Displaymen's Club; "The Uses and Abuses of Window Lighting," W. H. Rademacher, General Electric Company, Harrison, N. J.; live model draping, Herman Frankenthal, B. Altman & Company, New York; "The Retailer's Appreciation of Front Footage," E. St. Elmo Lewis, Detroit; demonstrations—men's neckwear, ready to wear, men's shirts; election of officers and choice of convention city.

*June 16, morning:* "It Pays," by Charles W. Collier, Detroit; demonstrations of merchandise sold by public utilities—Electric refrigerators, gas appliances, selling displays; demonstrations—Infants' wear and wax figures, radio, women's handkerchiefs.

*Afternoon:* Feature demonstration by members of Toledo Displaymen's Club; demonstration—"Two Heads Are Better Than One," By Clarence E. Duff, Wm. Erlanger & Co., East Liverpool, Ohio, and H. F. Mooney, D. M. Ogilvie Company, East Liverpool, Ohio; business session; installation of new officers.

## Engineering Advertisers Elect James H. Gregory

James H. Gregory, advertising manager of the Barber-Greene Company, Aurora, Ill., was elected president of the Engineering Advertisers' Association at its annual meeting held June 6 at the Hotel Stevens, Chicago, with about one hundred members in attendance.

Other officers elected are: First vice-president, A. B. Greenleaf, industrial department, Peoples Gas Light & Coke Company, Chicago; second vice-president and chairman of the program committee, H. F. Barrows, advertising manager, The Austin-Western Road Machinery Company, Chicago; secretary, Stuart G. Phillips, advertising manager, Dole Valve Company, Chicago; treasurer, W. I. Brockson, advertising manager, Steel Sales Corporation.

The new directorate for 1927-8 includes: C. A. Bloom, advertising manager, Appleton Electric Company, Chicago; E. J. Heimer, sales manager, Barrett Cravens Company, Chicago; R. Earle Williamson, advertising manager, Ludlow Typograph Company; and Morris W. Lee, advertising counsel, Chicago, representing associate members.

Continuing as directors are: Francis A. Emmons, Foote Bros. Gear and Machine Company, Chicago; Melvin J. Evans, Republic Flow Meters Company, and P. T. Sprague, Jas. W. Hays Corporation.

# Is Modesty A Virtue or A Sin?

An agency client tells us we talk too much about the need for good typography and not enough about our splendid co-operation and service. We admit a full-grown reluctance to crow about what we believe every client has a right to expect. So, we shall have to let our booster press-agent for us:

## EXCERPT FROM A CLIENT'S LETTER

*(Original on file in our office)*

66 I think you ought to tell the world that Wienes' 24-hour service isn't limited to those agencies around the corner. 275 miles separates the Wienes Typographic Service offices from those of . . . . . and yet proofs are on time and set right the first crack out of the box. You interpret instructions—you don't follow them blindly —and believe me, that is a big difference. 99

WIENES TYPOGRAPHIC SERVICE, INC.

203 West 40th St., New York

Longacre 7034

# Hand to Mouth

*Buying affects every business man*

Hand to Mouth Buying affects the income of business men interested in the New York Metropolitan Market—whatever their particular responsibility. It means more calls for the salesmen, higher sales costs for the sales manager, higher distribution costs in general . . . unless sound short cuts can be found.

Hand to Mouth Buying is a fact. Business men recognize it must be solved, not just debated. Merchants have learned this way of conserving their capital, increasing their actual profits through decreased stocks and faster turnover.

The progressive, successful merchant favors the manufacturer with distribution services to meet these new buying habits . . . distribution services that are flexible and quick . . . practically emergency services in many instances . . . distribution services that will prevent his losing sales by being "out of

stock," when the "call" comes.

Bush Distribution Service prevents such unnecessary losses . . . delivers merchandise exactly when and where needed. In one day this great machine has moved speedily, efficiently and economically one million pounds of merchandise . . . every imaginable kind from unwieldy furnaces to small oil burners, from electric refrigerators to radio batteries.

Every conceivable size, shape and weight of article is handled deftly by experts picked and trained for their extreme skill . . . servicemen proud of the part they play in this smooth running machine where the importance of individual initiative and teamwork is recognized.

Bush Distribution Service assures the smallest and the largest order equal consideration, equally careful routing, and equally prompt arrival at their destination.

**BUSH TERMINAL**  
**Distribution Service**  
**New York**

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## BUSH DISTRIBUTION SERVICE

1. Freight cars taken over from any railroad and carefully unloaded at Bush Terminal and merchandise placed in special service rooms.
2. Merchandise checked and entered on Bush inventory forms and duplicate acknowledgments issued. Shortages, damages and other irregularities immediately reported.
3. Special inspection of merchandise conducted upon request, involving unpacking and repacking of any type of commodity.
4. Immediate release of merchandise upon delivery instructions, seven copies of each order being issued for efficiency.
5. Automatic stock records posted for withdrawal of each unit of merchandise . . . and monthly summaries issued of total withdrawals and stocks on hand.
6. Delivery of merchandise to any point in greater New York in shortest time possible.

We would like to send you a more complete story of Bush Services. Fill out the coupon below and we will mail you a free copy of an interesting booklet, "Distribution Perfected."



Co.

Bush Terminal Company  
Distribution Service—Dept. H-2  
100 Broad St., New York

You may send me, without obligation, your booklet, "Distribution Perfected."

Name .....

Firm .....

Street .....

City ..... State .....

# 11 PER CENT

earn from

\$25,000 to \$80,000 a year

*Another 11% are directors in one or more corporations. . . . Each one lives in either Manhattan or the Bronx. . . . All of them are subscribers to the Forum.*

THEY represent the very top, to be sure. And they represent only a small part of the *Forum's* circulation in New York City. But they are indicative of the type of people who read the *Forum*. For every one of them we can show you 5 others who have substantial earnings and proportionate importance in New York City.

A like situation exists in Boston. At the moment we are busy uncovering similar situations in other cities. In the meantime you might well consider the whole 75,000 readers of the *Forum* as a profitable market for your product. These readers have not only purchasing ability, but also an interest in comfortable living, which causes them to respond to an advertising message. Alive, alert and responsive, they have the means and the inclination to buy the best.

If that best is what you have to sell, will the *Forum* carry your advertising?

# FORUM

*Edited by* HENRY GODDARD LEACH  
441 Lexington Avenue, New York



## Validity of Tribond Sales Contracts

THE PERRY G. MASON CO.  
CINCINNATI, OHIO

Editor of PRINTERS' INK:

I was very much interested in your summary of the Government's case against the Tribond Sales Corporation because of its coupon selling scheme.

Can you tell me if that company has been operating throughout the period since the permanent injunction against the enforcement of the fraud order was issued on June 14, 1925, and if so what is the status of the contract and present coupon holders, as defined by the Court of Appeals in its decision?

In other words, is there any redemption value to the contracts, or is it a case of the present holders "holding the bag," unless they send \$6 to complete the purchase of the hosiery?

B. E. FINN.

THE extent to which the Tribond Sales Corporation has operated since it secured its injunction could not be determined at Washington. However, there is no doubt that the concern could operate freely, since the injunction nullified the fraud order previously issued by the Post Office Department. Now, the decision of the Court of Appeals of the District of Columbia sustaining the fraud order, if it stands, will reinstate the order as soon as the time allowed by law for appeal has expired. The court declared the Tribond sales scheme to be a fraud, under the Postal laws and regulations, and the order of the court will become effective if the Tribond Sales Corporation does not appeal, or if its appeal is not granted by the Supreme Court of the United States. If the case is successfully appealed to the highest court, it is likely that the fraud order will be stayed pending the final decision.

Several authorities consulted are of the opinion that if the case is appealed, the Supreme Court will refuse to rehear it, and that the decision of the Court of Appeals will stand. In that event, the decision will terminate an effort that the Post Office Department has been making for more than twenty years to secure a high court decision declaring the endless chain method of selling to be a fraud. For this reason the Post Office Department considers the decision to be of the utmost importance.

If or when the decision of the Court of Appeals becomes effective, the fraud order will close the mails to the Tribond Sales Corporation. Then all mail addressed to the concern will be stamped fraudulent and returned to senders. In the meantime it appears that there is nothing to interfere with the keeping of its contracts by the corporation.

In regard to the contracts outstanding, the present decision has nothing to do. The case was concerned solely with the right of the Post Office Department to prohibit the use of the mails, under the Federal Law, for lotteries and fraudulent schemes. Therefore, the decision deals only with the use of the mails, and it is highly doubtful that the scheme would be held fraudulent under the decision if the mails were not used in its operation.

The status of coupon holders, under the contracts issued by the corporation, is not covered by the Court of Appeals decision. Some State laws may permit the operation of lotteries and selling operations of the kind condemned by the court, and in those States the contracts would be entirely valid, although, if the fraud order is finally sustained, the business necessary to the fulfilling of the contracts could not be carried on by mail.—[Ed. PRINTERS' INK.]

### New Accounts with Ludgin and Salinger, Inc.

The advertising accounts of the following have been placed with Ludgin and Salinger, Inc., Chicago advertising agency: The Clinton Carpet Company, manufacturer of "Oxite" carpet and rug cushion; Albert Pick & Company; and The "White" Door Bed Company, all of Chicago; L. Barth & Company, Inc., New York; The John Van Range Company, Cincinnati; and The Lorillard Refrigerator Company, Kingston, N. Y.

### Benjamin Soby Advanced by Westinghouse Electric

Benjamin Soby, assistant to the manager of the sales promotion department of the Western Electric International Company, Pittsburgh, has been appointed manager of the advertising division, Pittsburgh office, of the Westinghouse Electric and Manufacturing Company, East Pittsburgh.

# We Have with Us Again: Long Copy vs. Short Copy

But This Time It Is Admitted That Each Has Its Own Sphere of Usefulness

By C. C. Casey

President, Work-Organizer Specialties Company

**I**N almost every industry there are one or more advertisers who use short copy. Hundreds of these briefly-worded advertisements gradually build up a general interest in the product. The theory is that this general interest will be converted into active interest and turned into orders by the dealer's local advertising, or by his window and store displays.

Usually, the original users of copy with little text are the industry's leaders. However, the tendency in most industries is for all of the smaller advertisers to follow the lead of the bigger advertisers and to use the same style of copy. As a result, there are a number of fields in which practically all the advertisers are using abbreviated text.

I know one big industry, in particular, where all the advertisers are following the leader. One advertiser, for example, is spending but one-eighth as much as the next largest advertiser, and one-fifteenth as much as the leader in the industry, yet his copy is almost exactly the same as the advertising of his two big competitors.

Now, none of the half dozen campaigns in that industry is really selling the merchandise made by these manufacturers. They are all simply creating interest in that kind of goods. None of them uses enough copy really to make anyone want to go right out to a store and buy the goods. They merely suggest that these goods have possibilities in the home, and perhaps cause people to think that maybe they ought to have the article sometime.

The selling principle, of course, is that this passive interest is being crystallized by the dealer's window and store displays and every day some of these casually-interested prospects buy.

In this industry, because of the great amount of merely passive interest that is being created, there is a real opportunity for one or two long-copy campaigns, campaigns which would, in each advertisement, take the trouble to show casually-interested prospects why they really ought to have these goods right away.

Perhaps the bigger advertisers in that industry will never change. They are probably satisfied with the plan of creating great volumes of casual interest, to be cashed in on by the local dealers. They can afford to keep on interesting millions of people a little in order to help the dealer sell a few thousand of these prospects. In fact, it would not be practical, perhaps, for those advertisers to switch over and limit themselves to talking to the people who already are enough interested to read long copy.

But when a few advertisers are spending a total of \$2,500,000 in general advertising designed only to create a casual interest, then I maintain that there are plenty of people already interested enough to justify at least one smaller advertiser in spending a smaller amount and using long copy on the assumption that great numbers of people are already interested enough to read copy of any length.

Perhaps even the biggest advertiser could make one occasional long-copy advertisement pay him, if the little fellows don't do it. In fact, any campaign could well be built on both kinds of copy. But big objects move slowly, and little objects can be tossed around at will; so it is the little fellow who can most quickly adapt himself to the copy possibilities in his industry. It usually happens, though, that the little advertiser is so busy following the big fellow that it

# Home Equipment in the City of Altoona

The character and completeness of the furnishings of a home indicate the living standards, appreciation for refinement and the buying ability of the family within that home.

Observe the invariable superiority of Mirror-reading families in each of the items of the following table:

**QUESTION:** What do you have of the following home equipment?

	Pianos Owned by	Phonographs Owned by	Radios Owned by
City Average . . . . .	51.62%	58.47%	25.46%
Mirror Families . . . .	53.95%	60.46%	31.24%

	Electric Washers Owned by	Electric Cleaners Owned by
City Average . . . . .	58.82%	50.81%
Mirror Families . . . . .	62.49%	54.13%

## Electrical Market

Observe the wide margin of undeveloped sales in the above tabulation of electrical equipment owned by Mirror families.

Consider also that 96.8% Mirror families in Altoona live in homes wired for electrical service.

Clearly, in such a receptive market, with The Mirror entering 82.12% of the wired homes of the city every day, a more thorough distribution of electrical appliances is possible.

**The ALTOONA MIRROR**  
ALTOONA, PA.

*Business Direct*

FRED G. PEARCE, Advertising Director

# EVERY AGENCY

HAS A CLIENT  
WHO NEEDS

THE VALUABLE INFORMATION  
CONTAINED IN THE  
REVISED THIRD EDITION OF

## "SALES CONTESTS"

### THIS FREE BOOK

will be sent postpaid—gratis and without obligation to any Agency or Company Executive interested in sales work.

### IT DESCRIBES

Sales Stimulation Methods  
Sales Contest Plans  
Pickit and Winit Service

### COMMENTS OF CLIENTS

Mr. Kruger, Sales Manager of The BOOK HOUSE for CHILDREN, says: Your Pickit & Winit Service increased our business 52% during the three months sales contest was in force over the corresponding months of last year. We are glad to state that we shall repeat during the months of June, July and August.

D-A Lubricant Corp., of Indianapolis—In the sales contest you outlined for us with our Jobbers' salesmen, more enthusiasm was shown than contemplated. Results from the first week indicate that the contest will run far above our most optimistic expectations.

(Sgd.) John K. Gewinner.

**WRITE** for a copy of "Sales Contests" today. It is yours for the asking, without obligation.

**United Premium Sales  
& Service Co.**

307 N. Michigan Ave., Chicago

### REPRESENTATIVES

1440 Broadway, New York City  
120 E. Loughbrough Ave., St. Louis, Mo.  
86 Mason St., Milwaukee, Wisc.  
1324 W. 7th St., Los Angeles, Calif.

never occurs to him that his problems are different and require different copy.

In every such industry there are a great many prospects who are sufficiently interested to be willing to read almost anything that any advertiser has to say on the subject of that merchandise. If one advertiser devotes his space to long copy designed to give the prospect information enough on which to act, the chances are that he will be sending thousands of casually-interested prospects to his dealers to ask for his goods by name.

### MORE PEOPLE READ SHORT COPY

Of course, it is true that there are two sides to the long and short copy question. It is undoubtedly true that the shorter the advertisement, the more people will read it. There really isn't any argument on that angle of the subject at all, for it is obvious that more people will read a full page advertisement of ten words than would read the same size advertisement if it contained 1,000 words.

Ordinarily, also, I would rather have all the readers of a publication absorb a ten-word message, than to have one-tenth of them read a 1,000 word message.

There are times, though, when the cash drawer would fatten faster by having one-hundredth of the readers get a long message than to have all of them get a short message.

The only point I want to make is that in an industry where much advertising is being done, there are apt to be thousands, maybe even hundreds of thousands, of prospects who are almost sold, and who will read whole pages of small type, if it is made interesting.

Those prospects will continue to be just casually interested for months or years, if given just enough new copy each month to maintain that interest, but if you put into the advertisement one month sufficient information to encourage them to make a definite decision, they will cease to be merely casually-interested prospects and will become customers.



Advertised  
regularly in  
Child Life

# JELL-O

Season after season, color pages for the Jell-O Company, Inc., appear in Child Life.

And every month in Child Life you will find the advertisements of equally famous home products that are bought in quantity by this great family market.

If you have a product that  
*families* buy, you'll want to  
reach *this* market—  
**100% family!**

Child Life is read by families exclusively—more than 150,000 every month. Analysis shows 2 adults, 2.4 children per family—more than 650,000 readers.

Here you'll find *quantity* and *quality* buying—needs without end—incomes far above the average. Here is your single richest home market.

Advertisers who have once tried Child Life come back with regular and increased space. It will pay you to learn further about the many advantages of advertising in Child Life.

Write for complete information to Rand McNally & Company, Chicago.

# CHILD LIFE

Rand McNally & Company—Publishers



## picture readers ~all!

THE gentler sex is part of the business pattern. Two generations ago a girl lost caste who performed any task other than a household one. Today she shoulders her share of the business load, and it is a commonplace to find her in positions of the greatest importance.

On the average, the business woman is better dressed, more exacting in her purchases, than her stay-at-home sister. She creates a larger market for better goods—but as she has learned the value of time, *speed is essential in selling her*. There is no quicker way to tell any story than by *pictures*.

*For three generations we have helped advertisers, publishers and printers to make their pictures TALK. The best picture in the world is no better than the photo engraving that reproduces it.*

## Gatchel & Manning, Inc.

C. A. STINSON, President

[ Member of the American Photo Engravers Association ]

### Photo Engravers

West Washington Square      230 South 7th St.  
P H I L A D E L P H I A

Of course, the man who believes in short copy is going to come back at me and say that long copy will limit his readers—that if his copy is made short and interesting, then all of its readers will get at least part of the message, but that if it looks like a lot of stuff to read, then most prospects will pass it up. This is true, within reasonable limits, and there isn't any answer.

But I maintain that the advertiser who is able to spend but \$100,000 or so in an industry of \$1,000,000 advertisers—or but \$10,000 or so in an industry of \$100,000 advertisers—can best spend his smaller appropriation on the *selling* style of copy. If such an advertiser merely builds casual interest, and depends on dealers to cash it for him, he will find even his fewer customers—interested or sold by his advertising—going into retail stores and asking for the big fellows' better-known brands. My theory is that long-copy advertisements are often the best way for the smaller advertiser to make his advertising dollars buy most.

Such an advertiser will get further by limiting his efforts to those who are interested enough to let him say his say, and send them to stores to ask for his brand. If he sends them, they'll ask for his brand. If he waits for the big fellows to send them, then they won't think of him at all.

Of course, there are also ways of making long copy interesting. Nothing I have said should indicate that I have in thought making the copy long simply so that it will be long. I would strongly urge that every advertiser who finds it good business to make his copy long, also spend every possible effort, and every possible dollar that can be profitably spent, in making his long copy so interesting that it will be read in spite of its length. That ought to be obvious, and I have assumed all through this article that this would be understood.

For example, short copy may consist of one large illustration showing the goods in use. Long copy might consist of a dozen smaller illustrations showing many

# Foreign Trade

*What is it all about?*

*Does it pay?*

That is what interests us.

We have been studying our foreign trade problems from all conceivable angles.

For example—

Developing foreign markets (exports).

Studying types and sources of imports.

Appraising competition—home and abroad.

Contemplating foreign industrial franchises—concessions.

Will it pay to have branch manufacturing plants abroad?

Or branch selling organizations—our own?

Or branch service organizations?

Will it pay to tie up with foreign competitors, for better serving the trade—and more profits?

Should we cooperate with foreign competitors and save on territorial effort and budgets?

Shall we invest abroad—acquire proprietary interests? Will it harm or benefit us?

Hit or miss methods—or “impressions”—will hardly do.

The questions are many-sided.

A thorough analysis, made on the spot,—a field survey,—is the better method.

The result is a report—complete, thorough, understandable.

*Preliminary consultation solicited*

**ARTHUR J. GREY**

*Foreign Trade Consultant and Field Survey Specialist*

*(Former American Trade Commissioner, Berlin)*

27 William Street, New York

Telephone: Hanover 5607

Cable Address: Greyart

*The official magazine of  
the Y. W. C. A. which  
reaches executives  
who have the spend-  
ing of \$23,000-  
000 of the  
annual bud-  
get*



# **The Womans Press**



*Published  
monthly  
by the National  
Board of the  
Young Women's  
Christian Association  
Organization. Address*

**Clara Janouch, Adv. Mgr.**  
600 Lexington Ave. New York City

uses, and sufficient copy under each illustration to explain each of these uses. The aggregate of the advertisement might be a dozen times as many words, and a dozen times as many pictures as the short-copy advertisement will use, and yet the long-copy advertisement may actually look more interesting, and be fully as certain to get a reading as the short-copy advertisement.

In a booklet I read recently, the contention is made that the advertiser must start out from the viewpoint that no one wants to read his advertisement; that people are afraid of being sold something they don't want.

I don't agree with this. I contend that consumers, as a class, read only what interests them. If an advertisement is made more interesting than an equal amount of editorial matter, I contend that the advertisement will have an equal chance.

This article, though, is not an article on how to make long copy as attention-attracting as short copy. I am assuming that any advertising man who decides that his campaign should be built on long copy, will at least strive to make his copy so interesting that no one can pass it by.

It is not the length or the shortness, anyway, that makes an advertisement look interesting. A full page of small type will not prevent a heading at the top from being read. In fact, I claim that it is practical so to build a long-copy advertisement as to make it deliver a short-copy message to everybody, and a long-copy message to those who are interested enough in that line of goods to read a longer advertisement.

In any event, there is a place in the advertising of every industry for at least a few long-copy advertisements.

## **New Arkansas Outdoor Business**

The Better Outdoor Advertising Corporation, Pine Bluff, Ark., recently organized, has taken over the plant and furnishings of the former Pine Bluff Sign & Advertising Company.



# Vermont is always prosperous

There is no need to worry about "conditions" in Vermont. It is probably the most uniformly stable and prosperous part of the New England market. Because of the great variety of its industries—both natural and manufacturing—which total well over \$175,000,000 annually. Dairying, Agriculture, Marble, Granite, Toys, ★ Woolen and Worsted Goods and all maple sugar products, are only a few of these industries.

A market of nearly 90,000 families, with a highly advantageous distribution situation of six to eight buying centers.

Distribution in these centers means distribution in practically the entire state. No other state in the New England market offers such an attractive opportunity for the manufacturer.

If you omit Vermont from your New England plans you are missing what is probably the easiest, most economical part of the entire group to cover.

★ Stars indicate publication points.

## Vermont Allied Dailies

Burlington Free Press  
Rutland Herald

St. Johnsbury Caledonian-Record  
Bennington Banner

Barre Times  
Brattleboro Reformer

**You know your  
own banker!**

**Ever think how  
much of a factor  
his influence is in  
the success of  
your advertising?**

**Bankers are di-  
recting heads of  
50,000 major  
businesses and  
are men who  
buy quality mer-  
chandise.**

**You know your  
own banker!**

**Think of an audi-  
ence of 100,000  
like him. That's  
the Journal's  
audience.**

## **AMERICAN BANKERS ASSOCIATION JOURNAL**

*Edited by James E. Clark*

110 East 42nd St., New York City

Advertising Managers

ALDEN B. BAXTER, 110 East 42nd  
St., New York City

CHARLES H. RAVELL, 332 S. La  
Salle St., Chicago, Ill.

(Member A. B. C.)

### **Jewelers Combat Smuggling Through Advertising**

"Heavy Penalties Await Jewel Smugglers" is the heading of a newspaper advertisement which appeared recently under the name of the American Jewelers Protective Association, New York, "in the interest of the law and the legitimate jewelry business of this country." The copy of the advertisement explained that under the tariff act of 1922 an award of compensation of 25 per cent of the net amount recovered by the Government, but not to exceed \$50,000, in any case, may be paid to any person who furnishes original information which leads to the "recovery of any duties withheld, or of any fine, penalty or forfeiture incurred." The association requested that any information relating to the smuggling of jewelry be submitted to its office.

### **Pierce-Arrow Shipments Make New Mark**

May shipments of passenger cars manufactured by the Pierce-Arrow Motor Car Company, Buffalo, N. Y., were the largest in the company's history. Shipments for the month were 12 per cent greater than the preceding month and 15 per cent greater than for May of last year.

### **O. T. Frash Joins Nutrine Candy Company**

O. T. Frash, for a number of years with the Charles F. W. Nichols Company, Chicago advertising agency, and more recently with The Caples Company, advertising agency of that city, has joined the sales department of the Nutrine Candy Company, Chicago.

### **Rhodes & Leisenring Open New York Office**

The Rhodes & Leisenring Company, publishers' representative, has opened an office at New York. William E. R. Weed, formerly with *True Story* in the Western territory, has been appointed vice-president of the company and manager of the Eastern office.

### **Radio Account for Dearborn Agency**

The Showers Brothers Company, radio division, Chicago, has appointed the Dearborn Advertising Agency, of that city, as its advertising counsel. An advertising program is being planned to support the sales effort on a new line of radio merchandise.

Rutledge Birmingham, formerly advertising manager of *Manufacturing Industries*, New York, is now engaged in the investment banking business.



Gone is the day when an agency could justify its existence merely by producing "ads." This is why we stress the wide business experience of our executives as the most important phase of our service to manufacturers in Central New England. Good copy and layout we insist upon as a matter of course.

## THE MANTERNACH COMPANY

*Advertising*

The Manternach Building · 55 Allyn Street  
HARTFORD, CONNECTICUT

# YORK

—the Third City in Pennsylvania in diversified industry—produces paper, ice machinery, safes, candy, farm machinery, water-wheels, silk cloth, tacks, furniture, chains, tractors, steam engines, saw-mills, chemicals, mill machinery, silk ribbon, automobile bumpers and fenders, trucks, wall-paper, roofing-paper, wire cloth, pianos, clothing—AND IS AN ACTIVE TWELVE-MONTH MARKET.

## THE YORK DISPATCH

EVERY EVENING DELIVERS AS MANY PAPERS BY CARRIER BOY IN YORK AS THERE ARE HOMES—THE SUBURBAN AND TROLLEY TOWNS ARE ALSO THOROUGHLY COVERED COMPLETELY BY CARRIER BOY.

BENJAMIN & KENTNOR, National Representatives

2 West 45th St., New York  
1524 Chestnut St., Philadelphia

Mallers Building, Chicago  
401 Van Nuys Building, Los Angeles  
240 Holbrook Building, San Francisco

## No. III

## FROM OUR CODE OF ETHICS

*"Honorableness—It is an absolute essential in honorable competition that we prove ourselves as honorable in every particular as we should have our competitors."*



TYPOGRAPHY cannot rightfully nor profitably be purchased by the yardstick. It must, in justice to all, be had only on a *time basis*. Place your typography with men who are bound by a code of ethics to bill your work honestly. A.T.A. typography is the best.



NEW YORK GROUP OF  
*Advertising Typographers of America*  
 461 Eighth Avenue, New York

## MEMBERS

Ad Service Co. / Advertising Agencies' Service Co. / The Advertype Co., Inc.  
 Associated Typographers / E. M. Diamant Typographic Service / Frost Brothers  
 David Gildea & Co., Inc. / Montague Lee Co., Inc. / Frederic Nelson Phillips, Inc.  
 Standard Ad Service / Supreme Ad Service / Tri-Arts Press, Inc.  
 Typographic Service Company of New York, Inc. / Kurt H. Volk, Inc.  
 The Woodrow Press, Inc.

SEND FIFTY CENTS FOR A COPY OF THE A. T. A. SERVICE BOOK

# Help Wanted by One Who Has Answered "Help Wanted" Ads

A Young Man Seeking a Job Asks Employers Some Questions about the Jobs They Advertise and What Becomes of His Letters in Reply

By an Advertising Cub

THE discussions that have been appearing in PRINTERS' INK on signed "Help Wanted" advertisements are from the employer's side of the fence. It is now fitting, it seems to me, for the young man who seeks the job to speak up. As a young man who has had some experience in answering these advertisements, I add my bit to the subject.

There are three types of men who answer blind advertisements: the rover, who only lingers in a job for a few months and then moves on because the salary doesn't come in fast enough; the man who seeks to improve himself; and the man who, though capable, is forced through some change in management to seek a job elsewhere. It is about the man who wants to broaden out that I wish to comment.

This type of man is usually young, probably between twenty-three and twenty-eight. He is ambitious to succeed, industrious. He plugs along patiently in his job. He may even do some unusual piece of work. He gets a raise or two. Two years or more go by. He studies carefully the make-up of the company with which he is associated. The findings indicate that a real opportunity does not exist, in spite of what the boss may say. Three years go by and the condition is unchanged. Fearing a rut, the horror of the wide-awake man, he starts to feel around. So this young man, from time to time, answers advertisements or drops a hint to a friend here and there.

I am such a man. In my present position, I do not feel that further opportunity exists. My experience covers nearly four years in the advertising department of a Phila-

delphia newspaper. Now I feel the need of developing and broadening my advertising experience. So, from time to time, over a period of about fifteen months, I have answered advertisements in PRINTERS' INK and the newspapers.

Out of fourteen answers made to blind advertisements, I received three replies. One gave a brief résumé of their business and suggested that I "come in and see them if I felt I measured up." The call would have involved an overnight train ride, at my expense. Two, both Philadelphia concerns, wrote asking for interviews, which were agreeable and interesting, though nothing came of them—but they were interviews.

Two answers made to signed advertisements brought replies. They graciously thanked me for replying and regretted they could not offer me the position.

## RESULTS ARE DISCOURAGING

While the percentage of replies I received may be considered good, I do believe the better type of young man has become discouraged in answering blind advertisements. Bitter experience has taught him the results are hardly worth the effort. Particularly is he disgusted with the whole matter when, having sent his photograph by request, it is returned enclosed merely with an advertising blotter. Thus, weeks after having written a letter to a blind advertisement, he learns what concern it was that took a page to tell about the "high type, keen man" it wanted. The young man today wants to write to something that is alive—not a mysterious, dead number.

Here are some of the questions that arise in my mind regarding

## What has the Federal Reserve meant to Ameri- can prosperity?

The sanest interpreter of American financial movements answers the question in the June

### SCRIBNER'S Magazine

Alexander Dana Noyes, the dean of American financial writers, produces each month an article that you, interested in finance, need to read. It should be part of your business equipment.

Read him each month in

### SCRIBNER'S Magazine

Get it at the nearest newsstand

UNDERWEAR  
HOSIERY  
HOSIERY  
UNDERWEAR

Underwear & Hosiery  
Review

33 WORTH ST. NEW YORK

blind advertisements: Why are the concerns seeking men so vague in stating what they desire? Are they trying to get a bargain when they say "state salary"? Is the job ever filled before the replies are read? Was the man who got the job engaged solely on his reply and interview, or by some other method? How long did the man hold the job? If the firm advertising for a man is located in Boston, for example, is the man who applies from Chicago or Philadelphia ignored, in favor of the man who applies from Boston? If so, why?

I wish some employer, who reads carefully the replies he receives from a "Man Wanted" advertisement, would frankly tell what in the letter determined him to interview the writer. And I wish some man who actually landed a job by answering a blind advertisement would tell how he did it and if it was profitable.

We "job hunters" feel that we have latent powers which would leap to the front under guidance. How, Mr. Employer, are you going to train us for your advantage and ours? And where are those concerns—said to be legion—that want "keen, live young men"?

### Mail-Order Sales for May

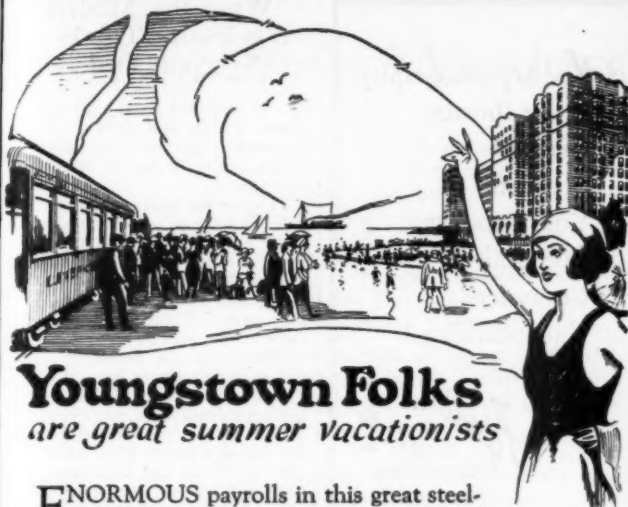
The May sales of Sears, Roebuck & Company amounted to \$19,994,000, against \$19,339,227 in May, 1926, an increase of 3.4 per cent. For the five months of 1927, sales amounted to \$110,385,916, against \$108,346,928 in the corresponding months of last year, an increase of 1.9 per cent.

Montgomery Ward & Company report sales for May of \$13,747,540, against \$14,384,858 in May, 1926, a decrease of 4.4 per cent. Sales for the five months of 1927, were \$75,538,681, against \$78,605,157, in the corresponding months last year, a decrease of 3.9 per cent.

### J. T. Kelly, Jr., to Join L. Sonneborn Sons, Inc.

James T. Kelly, Jr., has resigned as manager of the Chicago branch of the Shaw-Walker Company to become sales manager of the automotive lubricants division of L. Sonneborn Sons, Inc., New York, on July 1.

Mience Soap, Clifton Heights, Pa., has placed its advertising account with May Advertising, Inc., Philadelphia. Newspapers are being used.



## Youngstown Folks *are great summer vacationists*

**E**NORMOUS payrolls in this great steel-producing district enable residents of Youngstown, Ohio to enjoy real vacations and to spend generously in travel. Throughout the entire year this rich market offers advertisers an exceptional opportunity to gain quick response from homes that can afford both staple products and luxuries as well.

### **The Vindicator Leads In Home Delivered Circulation**

Leading national advertisers as well as Resorts are using THE VINDICATOR, Daily and Sunday as a direct route to the greatest number of homes in this rich industrial community. Ask about our special weekly Resort Page and Sunday Rotogravure Section.

MEMBER OF THE 100,000 GROUP OF AMERICAN CITIES

## The Youngstown Vindicator

*Daily and Sunday*

## Youngstown, Ohio.

LA COSTE & MAXWELL, Representatives  
Marquette Bldg., Chicago, Ill. 45 West 34th St., New York City

*A*peda photography  
Is the shortest  
Distance  
Between  
Your product  
And your  
Customers'  
Understanding!

*Apeda Studio*  
PHOTOGRAPHERS

212 West 48th St.  
New York  
CHickering 3960

## PEORIA'S FAME

Before Prohibition Peoria was known for just one thing—spirits fermenti.

Since Prohibition some of Peoria's 125 major and 225 smaller manufacturing plants, with a capital investment of \$129,000,000.00 have gained world leadership.

We will help you sell this fertile field.

*The PEORIA  
JOURNAL-TRANSCRIPT*  
Read in  
4 out of 5 Homes

Write for Merchandising Co-operation  
CHAS. H. EDDY CO. Nat'l Representatives  
247 Park Ave., New York Wrigley Bldg., Chicago  
Old South Bldg., Boston

## What the Modern Wholesaler Thinks of Specialty Orders

(Continued from page 6)

waste of time and money. But to us they represent new contacts which are to be turned into active accounts.

"The order may be merely for a single case of a new product of some kind. It does not make any great difference what the item is. We look far beyond the item. Now, this salesman of ours takes that order in his hand and then calls on the grocer.

"He calls the dealer by name and then introduces himself. Then he says, in effect: 'I came in to get acquainted with you personally and to thank you for that order for Blank Clothes Pins which you gave to Blank and Company to be delivered by us. We want you to know we appreciate this opportunity to get acquainted with you. We are glad of the chance to serve you. We hope this will be the forerunner of many other orders.'"

"You will note," Mr. McNeal went on, "that the first thing our salesman did was to accept, as a matter of course, the dealer's bona fide order. With the salesman not questioning the validity of the order, ninety-nine times out of 100, the dealer hesitates about disclaiming it. In short, our man has made the order stick. He has thus made the first move in establishing contact. A new customer for Lee & Cady is in the making. This is entirely opposite to the often practiced custom of having the regular salesman call on the regular dealer, lay down the missionary order and ask, 'Now, Bill, you really did want this case of Smith Catsup?' The question is asked doubtfully. The dealer can easily say, 'No—just had to get rid of that salesman.' The jobber's man says: 'Sure—that's all right,' and the order is thrown out.

"Far from throwing out the order, our man works on just the opposite tack. He has taken an obviously phoney order, made it a



# Two Educational Numbers

What is the truth about the parochial school system? How does it operate? What have its students accomplished in competition with public school students?

Those important questions are considered every year in the two Educational Numbers of *Our Sunday Visitor*—this year in the issues of July 31st and August 28th.

Circulation mounts to around 535,000 for each of these issues, and preferred positions for advertisers are available for reservation at this time.

■ ■ ■

The Children's Hour, with Christ, our page for children young and old, continues to bring in a host of appreciative letters.

■ ■ ■

Gov. Al Smith is much mentioned in many national magazines, and our readers have shown great interest in what O. S. V. and Bishop Noll have to say in this regard.

■ ■ ■

Ditto, on the Mexican situation.

■ ■ ■

No prizes—no premiums—no solicitors—and yet O. S. V. maintains a regularly paid circulation of half-a-million copies every week.

The reason why it does this without artificial help is because of the Catholic people's interest in their religion, and because *Our Sunday Visitor* honestly serves them with true and informative reading about their religion and their church.

## 500,000

Weekly circulation makes *Our Sunday Visitor* the leading religious weekly in the United States. Advertising rate is \$1.25 per agate line. Published at Huntington, Indiana. Forms close 14 days in advance of date of issue.

Western Representatives  
**ARCH CLEMENT & SON**  
208 West Washington Street  
Chicago, Ill.

Eastern Representative  
**HEVEY & DURKEE**  
15 West 44th Street  
New York City



4 Volumes by  
Starch, Poffenberger,  
Herrold and Brewster

Suppose  
Just ONE of  
These 4568  
Tested Advertising  
Ideas Increased  
Returns 5%  
—Think of the  
value such a  
wealth of **USABLE**

*advertising facts and figures would be to You!*

**DEMONSTRATED ADVERTISING RESULTS**, actual market investigations, effective use of questionnaires, percentages for advertising expenditures for representative types of businesses.

**TESTED MERCHANDISING CAMPAIGNS**, marketing strategy, successful plans for exploiting widening markets.

**PSYCHOLOGY IN ADVERTISEMENTS**—inventories of instincts and desires, analyses of appeals; attention value of "ads"—size, repetition, location, color; the influence of line and form, typefaces, colors, and language.

**SPACE BUYING POINTERS**, selection and use of mediums—newspapers, magazines, posters, direct mail, and so on.

**PROVEN COPY CAMPAIGNS** carefully mapped out—national advertising, retail advertising, financial, foreign; special ways to appeal to men and also to women.

**CHARTS AND TABLES** of market data, human traits, statistical presentations of experiments, tabulations of results and so on.

**HUNDREDS OF SUCCESSFUL "ADS"** reproduced and analyzed—thousands of ideas for making the "advertising interview" pay.

**ADVERTISEMENTS THAT SELL** face to face.

**T**URN over the pages of the Advertisers' Encyclopedia. Here you will find right ways of advertising—how to gauge the size and power of your market; actual percentages of gross income to spend on publicity. Sales appeals, the advertising problems of manufacturing concerns, wholesale houses, chain stores, department stores, investment houses are fully analyzed and made noonday clear.

Layouts, illustrations, language, the factors in belief and conviction—the facts you need to understand the "salesology" of human nature—all are plainly shown. Special sections tell how to

write copy that sells—copy for magazines, newspapers; mail sales; billboards; trade and class publications.

With advertising strategy such as this, by such men as—Starch, Director, Department of Organized Research, A.A.A.A.; Herrold, in charge of Advertising Courses, Northwestern University; Poffenberger, formerly Lecturer on the Psychology of Advertising, Columbia University; and Brewster, Head, Department of Advertising and Selling, Syracuse University—you don't need to try so many costly experiments.

They have been made.

2484 pages. 322 tables. 335 successful advertisements analyzed, 4568 resultful advertising IDEAS.

—Clip and Mail This Coupon—NOW!—

**A. W. SHAW COMPANY, Case, Huron and Erie Streets, CHICAGO**

Please send me for five days' free examination the new four-volume Advertisers' Encyclopedia, library buckram binding, gold stamped. I'll look over these volumes and if entirely satisfied, within five days after their receipt I'll send you \$3, plus a few cents for postage and packing, and \$5 a month for four months, \$23 in all. Otherwise, I'll return the books and that will end the matter.

P. I. 69

Name .....

Street and No. ....

City and State .....

(Canada and foreign, \$25.30, cash with order)

bona fide order, used it to establish a new contact—and then he is off on his program of operation.

"Our man's program of operation consists next in telling that merchant more about Lee & Cady and their lines and ability to serve. He is also judging the dealer's stock, in which work he is an adept. He is leading the dealer into conversation about his sales methods, his banking connections, his past experience, his hopes and ambitions and what not—everything which a live, modern credit department wants to know. But he hasn't come out cold and told the dealer to fill out a credit information blank. Nothing has been done to scare the dealer away, and yet a world of information has been noted down.

"Besides noting down this information, after making the missionary order an actual order, this man undertakes to try to sell him other items. More often than not he succeeds.

"When the salesman leaves that dealer, he has, as experience proves, laid the foundation for a new customer. In a week, that salesman calls again. More often than not, he gets an order. Often he has also been able to prove helpful in one way or another to that dealer. These pioneer men of ours can talk on any and every retailing subject and talk well. They can do more than talk. They can and do actually help a merchant. One of our men was thus able to show a foreign born merchant how to make out his income tax statement properly, saving him many dollars to which he was in every way entitled. That did not do Lee & Cady any harm. Another man had opportunity to show an independent grocer how to compete successfully with two chain-store units which had moved into his neighborhood. These men have helped retailers with business-getting plans, with collection letters, with window and store displays, with the building of running inventory systems, in fact with hundreds of useful pieces of information. And the merchant appreciates such help.

"Now, the next thing—obvious-

**An Eastman market survey** will do three things for you.

It will prove how right you are on some of the things you now know.

It will prove how wrong you are on some of the other things you *think* you know.

And it will dig up other things on which you are neither right nor wrong—because you never thought of them before.

**R. O. EASTMAN**

*Incorporated*

7016 Euclid Avenue, Cleveland  
113 West 42nd Street, New York

**You Pay for  
WASTE CIRCULATION**

**in reaching the**

**CHURCH BUILDING**

**AND**

**EQUIPPING  
FIELD**

**unless you use**

**The EXPOSITOR**

*Church Building Trade Journal  
Since 1898*

**Absolutely Restricted to the Buyer**

**"Undoubtedly the outstanding  
religious publication in America"**

**Sample—distribution—rates on request**

**The EXPOSITOR**

JOS. M. RAMSEY, Manager and Editor  
710 Caxton Bldg., Cleveland, Ohio

The EXPOSITOR  
156 Fifth Ave.  
New York City

The EXPOSITOR  
37 So. Wabash Ave.  
Chicago, Ill.

# WANTED

Man Experienced  
in  
Advertising  
to  
Agricultural  
Market

There is an opportunity with one of the largest companies in the country for a man with the following combination of qualifications.

**AGE:**—Twenty-five to thirty-five.

**EDUCATION:**—Graduate of Agricultural College.

**EXPERIENCE:**—Must have practical advertising knowledge. Preference will be given to the man who has advertised products sold through retailers to farmers.

**GENERAL:**—Must be energetic, aggressive, resourceful. We prefer to consider men who are now employed. Salary, \$4,000-\$5,000. Write giving detailed experience.

Address "M.," Box 193, care of Printers' Ink.

ly, these men cannot continue calling on the same dealers month in and month out. That would make for wasteful duplication of effort on the territory. So, it is not long until these new customers can be introduced to the regular salesman making that territory on schedule. The merchant is shown the advantage of this. Of course, the pioneer salesman promises to call when he can and continue the acquaintance, and he does this whenever possible. But very soon, as usually happens, the dealer comes to know that the regular Lee & Cady man is just as faithful in his service as was his predecessor."

"We have today scores, actually hundreds of good customers on our books who came to us through this form of introduction," Mr. McNeal concluded. "We have been able to build up many entirely new routes and territories. I don't mind saying that we have been able to cash in from another source. As selling wholesale grocers, we know the value of good things to sell. We know that if we can provide our trade with live numbers, our trade will buy more. We know that oftentimes a live number is live because we have pushed its sale and taught the trade how and why to get behind it. We, on our part, can do this and do it over and over again. We are doing it every day in the working week. Frankly, we can't do it for every product which is on sale, because that would be physically impossible. But it is surprising, to the casual observer, how much we really can do because we are selling wholesale grocers with a sales department working on a sales plan, as well as buyers. We have excellent buyers. We must have, if our sales department is to function to best advantage. But we, in the sales department try to maintain sales effort which is relatively on a par with our buying effort.

"And many manufacturers tell us we have done a pretty good job for them."

The Zulu Toy Manufacturing Company, Battle Creek, Mich., has appointed T. L. Lamberson as assistant sales manager.

# Announcing New Advertising Rate and Larger Circulation

Beginning September 1, 1927, the new rate of sixty cents a line becomes effective.

Steady and consistent growth in unforced circulation will require editions of 85,000—95% net paid. Present net paid circulation of the May 28th issue was 80,557.

Orders now on our books will be carried out at the present rate.

Orders received before September 1, 1927, bearing definite schedule dates, will have the privilege of the present fifty-cent rate up to and including the issue of December 31, 1927; subsequent insertions at sixty cents a line.

For 70 years NEW ENGLAND HOMESTEAD has faithfully served the interests of New England farm families. The same management will continue and carry on the constructive program which has made NEW ENGLAND HOMESTEAD "more than a periodical, It's a Service—an Institution."



Phelps Publishing Company, Publishers, Springfield, Mass.

Warren A. Priest, Advertising Manager

**NEW YORK**  
386 Madison Ave.  
E. R. Williams  
A. H. Billingslea

**CHICAGO**  
123 W. Madison St.  
J. C. Billingslea

**ST. LOUIS**  
Syndicate Trust Bldg.  
A. D. McKinney

**MINNEAPOLIS**  
Palace Building  
R. R. Ring

**LOS ANGELES**  
611 So. Coronado St.  
Lloyd B. Chappell

## Philadelphia Representative

A man possessing exceptional selling and executive experience wants to represent in Philadelphia a manufacturer of a staple or specialty.

He has a twelve-year record of proved sales ability, both in personal solicitation and sales director in Philadelphia and New York.

**He is financially responsible**

He is well known by leaders in business and civic life through having taken an active part in civic organizations.

**Are you seeking a man of this calibre?**

Address Dorsey Advertising Agency  
Bulletin Building, Philadelphia, Pa.

## PORCELAIN ENAMELED SIGNS

**PERMANENT!**  
Years of brilliant, unfading service.

**EFFECTIVE!**  
Focus public attention, cement dealer friendliness.

**ECONOMICAL!**  
Cost less per year of service.  
Write for information and samples

## ELECTRIC SIGNS

BEAVER ENAMELING CO.  
ELLWOOD CITY, PA.

## Where Trouble Begins

NUTRENA FEED MILLS, INC.  
KANSAS CITY, KANS.

*Editor of PRINTERS' INK:*

I have been very much interested to read at different times articles in your magazine concerning the question of price maintenance by the manufacturer and jobber.

Our company has had considerable difficulty not with jobbers but with retailers buying from our jobbers who have cut the established retail price of our products.

Will you please advise me if it would be illegal to print the following two clauses in our jobbers' contracts:

(1) Buyer agrees not to ship our products out of the following described territory, without consent of the seller.

(2) Buyer also agrees not to sell Nutrena products to any retailer within the following described territory without the consent of the seller.

We believe that most of our jobbers will co-operate with us and that the inclusion of these two clauses will enable us more or less to control the matter, although there will be exceptions, of course.

We shall appreciate very much your viewpoint in the matter.

NUTRENA FEED MILLS, INC.  
VAN ROY MILLER,  
President.

THE first clause suggested by this manufacturer for inclusion in his contracts with jobbers is legal and proper. The second clause is dangerous and should not be used. To our mind such a clause could not be enforced without the real possibility of a charge of conspiracy in restraint of trade being brought against the manufacturer using it in contracts with jobbers. We have obtained confirmation of this opinion from W. H. Crichton Clark, of the New York Bar, who for some years has specialized in price-maintenance subjects and is counsel for the American Fair Trade League.

Any manufacturer who is troubled by price-maintenance problems should keep the following facts in mind. A seller has the right to refuse to sell to anyone. No seller, however, can legally employ any *co-operative method* in using that "right of refusal to sell." An agreement with a jobber in which the manufacturer exercises his right to sell is a co-operative method. It is looked upon as a conspiracy between manufacturer and jobber against the offending retailer.—[Ed. PRINTERS' INK.]

THE BEST ELECTROTYPES ARE MADE IN NEW YORK

## Two boys went to the Circus



HEY were theoretical boys, invented for this advertisement. One came from an engraver's. In a package he carried an original drawing of Barclay's and an engraving (priced at about \$2,000). In his excitement he left the package and it was lost—a total loss of \$2,000.

Another boy on his way to a customer was carrying an electrotype of the engraving of the Barclay drawing. He went to the circus and lost his package. The total loss was five dollars and twenty-four hours for a new electrotype.

Why risk important engravings or type forms when an electrotype is such a low cost insurance against real loss?

Electrotype every important form. Have it done in New York, where you get the best brains of the country, the finest equipment and the quickest service.

And don't think that "boys going to the circus" is the only way good drawings, engravings, or type-set-ups may be misplaced or lost.

EMPLOYING ELECTROTYPERS' & STEREOTYPERS'  
ASSOCIATION OF NEW YORK

*Executive Offices: 147 Fourth Ave.*

THE BEST ELECTROTYPES ARE MADE IN NEW YORK

# PRINTERS' INK

*Registered U. S. Patent Office*

**A JOURNAL FOR ADVERTISERS**

*Founded 1888 by George F. Russell*

**PRINTERS' INK PUBLISHING CO., INC.**  
Publishers.

**OFFICE:** 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

**Chicago Office:** Illinois Merchants Bank Building, GOVE COMPTON, Manager.

**Atlanta Office:** 704 Walton Building, GEO. M. KOHN, Manager.

**St. Louis Office:** Syndicate Trust Building, A. D. MCKINNEY, Manager.

**San Francisco Office:** 364 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
ROY DICKINSON, Associate Editor  
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Russell H. Barker

Washington: James True  
London: Thomas Russell

NEW YORK, JUNE 9, 1927

## Advertising to These Hundred Million People

It is the fashion just now to hold ourselves in derision. Youth is thumbing its nose at convention in society, in business, in science, in the arts. The vogues of yesterday are being held up to contempt and ridicule. In the passion for something new and different, no anomaly or abnormality is considered too fantastic or grotesque to achieve a brief popularity. As a consequence, we are trying to be very wise and very clever in our conversation, our manners, our dress, in our plays, our books, and in our advertising.

Makers of advertisements, when rent with the urge to produce something of eye-popping cleverness, are apt to blind themselves to the fact that cleverness in advertising

craftsmanship has no excuse for existence apart from the cleverness of the product advertised. The thing that people buy, when an advertisement results in sales, is the thing advertised, not the skill used in advertising it. Hence, the present tendency in the direction of ultra-clever copy and illustration must be checked by the thought that the advertisement should not be cleverer than the product. Trying to make an advertisement appeal to a hundred million people when the product it advertises is of no use or interest to all of them, is not much different from trying to make a horse drink gasoline. Thus when some of our advertising critics rage at the sameness and tameness of campaigns that seek no notice but the notice of those who could derive advantageous use from the products advertised, these critics need to be taken out into the quiet country and left there for a long, long time.

The great majority of people in the advertising business are thoughtful and practical souls whose single concern is to make their business better, more enduring, less wasteful and more profitable. Far-sighted fundamentalists, they hold that advertising is a function of selling and that selling is a mutually satisfactory transaction between buyer and seller which both parties might and often do desire to repeat and repeat, to their equal profit and pleasure. Advertising, so regarded, achieves its utmost success when it obliterates itself in the act of bringing prospect and product face to face. Whatever attention it diverts to itself at such a time is merely noise and fog—and clever noise and fog is no less fatal to sales success than the ordinary kind.

Advertisers who seem to be steadfastly avoiding the ultra-clever in their advertising copy and illustration, and are endeavoring to make their products understood by customers and prospects, appear to be thriving. There are countless campaigns where, upon mention of the product's name, it is not the advertising craftsmanship which comes to mind so much as the



shape, looks, feel, function or accomplishing ability of the product itself—Kodak, Campbell Soups, Congoleum, Westclox, Victrola, Willard Batteries, and scores of others. Advertising which causes people to speak in terms of commendation of the product rather than the advertising, is doing all that advertising should be allowed to do. Those who condemn such advertising are, without being aware of it, rendering it the highest praise.

### **The Real Reason for Chain Stores**

A St. Louis banker, in commenting on PRINTERS' INK's editorial references to chain stores, recently suggested to us the thought that certain chains were over-reaching themselves in the matter of establishing new units. He told about visiting a suburban section of Chicago where there are three exceptionally large drug stores, all owned by one company, and located in two blocks on the same street. This impressed him as being a wasteful duplication of effort.

We related to him a story told to one of our staff writers by L. G. Peed, sales manager of Willys-Overland, Inc. A certain Willys-Overland retailer was not doing very well, considering the size of his town. He was selling only four or five cars a week. He procured a location on a better street and opened an attractive store. His lease on the old establishment had another month to run and he decided he might as well keep it open in as much as he had to pay the rent anyway.

He expected that all or most of his business would follow him to the new store and that probably he would be able to push his weekly sales up to six or seven. Much to his surprise, during that month he kept up his average of four cars a week at the old store and sold six a week at the new one.

This gave him something to think about. It waked him up and made him advertisingly alive. He renewed his old lease and put some real merchandising energy behind both stores. Eventually he

was selling from twelve to fifteen cars a week.

Why?

The answer is that, with his two stores, he was able more nearly to cover his market.

And here is the explanation of the three drug stores which so intrigued our banker friend. Here, indeed, is the root reason for the success of the chain stores. They choose their markets and cultivate them intensively wherever they may be found.

Market coverage, it seems to us, is one of the really big needs of modern merchandising. Comparatively few are attaining it.

Covering a market does not mean branching out promiscuously. It means getting an accurate knowledge of sales possibilities and then having one establishment, a dozen, or as many as may be needed. Some big jobbers, for example, are in difficulties right now because their merchandising work is spread out too thinly. They see the need of intensifying effort within limited areas and thus thoroughly covering the smaller market; or of having more branches so as to cover the larger market in the same way.

Market coverage is fundamental with the great chain systems. Also they know where to go and where not to go. The same thing can be said of the retail mail-order houses, as is told by Theodore F. Merseles, in the June issue of PRINTERS' INK MONTHLY. Merchandisers in general can afford to give some careful attention to current developments in chain and mail-order selling. As usual, these developments exemplify some important ideas which they could well afford to study and perhaps use or adapt.

### **Teaser Copy Runs in Cycles**

For some years the automobile business has indulged in what it calls "mystery advertising," but which in other days in other industries was called "teaser copy." Many automobile manufacturers seem to feel that they must run "mystery copy" just before making a definite announcement concerning

a change in a model or a new model.

Such copy is effective when it is a novelty. It loses its effectiveness when it is put to work by many organizations over a number of years. Within the last few weeks automobile dealers have told **PRINTERS' INK** that teaser copy is actually holding up sales. It seems that the buying public wants to wait until all of the manufacturers using that style of copy are through playing their merry little game of secrets.

Before the days of automobile mystery models, "teaser copy" ran in cycles on the score of effectiveness. Right now it seems to be at the end of an over-extended cycle. It is our opinion that automobile makers and all other industries might well let that style of copy lie fallow for a few years. If they will forget it for a while, they will then again find it effective and worth while.

### **When Labor Buys Capital**

The viewpoint of modern management has seldom been better expressed than by Owen D. Young, chairman of the board of directors of the General Electric Company. In his remarkable speech delivered at Cambridge on June 4, which appears in part elsewhere in this issue, Mr. Young shatters some old delusions and expresses some startling ideas.

He proves by specific instance the falsity of the old claim that capital takes all the risks and is therefore entitled to excessive reward. He shows that an increasing wage level is consistent with a diminishing commodity price level. He lays down as a primary rule for good management that it must think in terms of human beings.

This exponent of enlightened management is not afraid of the desire of workmen to obtain a degree of control over the business from which they earn their livelihood. His words are far different from those of captains of industry of a few short years ago who insisted upon thinking of labor only as a commodity to be purchased in the open market at the cheapest possible price. Mr. Young en-

tirely reverses this former conception. He believes that the time will come when "it may be possible to organize the human beings in industry so that they truly will be the employers, buying capital as a commodity in the market at the lowest price." He hopes that some day big business organizations will "truly belong to the men who are giving their lives and efforts to them."

He looks to this future with hope and optimism instead of fear, and suggests that "then we shall have zest in labor, provided the leadership is competent and the division fair."

Views such as those expressed by Mr. Young are significant as showing men in all lines of business how the most able management of our time is thinking of the present and the future. We are living in changing times.

That management will hold leadership in the future which best understands human desires and makes industry fit them, instead of forcing the individual to become a cog in the grinding machine.

There is a new type of industrial leadership in America today and Owen D. Young is a worthy spokesman for it.

### **Exceptions Prove Nothing**

Advertising men have recited that old platitude, "The exception proves the rule," so many times that many of them actually believe it. If they would only ponder over it for a moment they would soon realize how ridiculous the statement is.

If exceptions prove anything at all, they prove that there is something wrong with the rule. If you are following a rule and discover exceptions, it is time you analyzed the rule pretty thoroughly—the exceptions may be better than the rule.

What Robert Burton originally said, many years ago, was: "No rule is so general which admits not some exception." That is something else again. There is truth and sense in that. But who ever twisted it into "The exception proves the rule," made a sow's ear out of a silk purse.

# THE INQUIRER

LED ALL OTHER PHILADELPHIA  
NEWSPAPERS DURING THE FIRST  
4 MONTHS OF 1927 BY—

## 864,300 LINES

This lead is customary. The Inquirer has dominated Philadelphia continuously for years in *both quantity and quality* of paid advertising. The standing of each medium for this period is shown in agate lines below.

INQUIRER .....	6,919,200	Lines
Bulletin .....	6,054,900	"
Ledger .....	4,945,800	"
Eve. Ledger .....	4,930,800	"
Record .....	2,848,800	"

## The Philadelphia Inquirer

*Pennsylvania's ONE Big Morning Paper*

### Branch Offices

NEW YORK  
285 Madison Ave.

CHICAGO  
Woodward & Kelly  
100 N. Michigan Ave

SAN FRANCISCO  
610 Hearst Bldg.

# Advertising Club News

## J. F. Duffy, President, Six-Point League

J. Frank Duffy, of the John Budd Company, was elected president of the Six-Point League of New York, an association of newspaper advertising representatives, at its annual meeting which was held last week at the Advertising Club of New York. He succeeds F. St. John Richards, of the St. Louis *Globe-Democrat*.

George A. Riley, of the American Press Association, was re-elected vice-president, and W. D. Ward was re-elected treasurer. W. Atwood Snowden, of Story, Brooks & Finley, Inc., was elected secretary, succeeding George W. Brett, of the E. Katz Special Advertising Agency.

Members of the executive committee now are: T. E. Conklin, J. F. Finley, H. G. Halsted, H. J. Prudden, W. H. Lawrence, M. P. Linn, M. D. Bryant, F. P. Motz, John O'Mara and Mr. Richards.

Mr. Richards also was elected to represent the League on the Bureau of Advertising of the American Newspaper Publishers Association.

Ralph R. Mulligan, who is in charge of the League's annual directory of advertisers and advertising agencies, reported that the last edition had a distribution of 452 copies, a record total.

\* \* \*

## Lisbon, N. D., Club Elects W. S. Parker

W. S. Parker has been elected president of the Lisbon, N. D., Advertising Club. He succeeds E. S. Farringer, who has been head of the club for the last two years. Warren Dodds was named secretary-treasurer.

\* \* \*

## San Diego Club to Hold Dance

The Advertising Club of San Diego, Calif., will hold a dance on June 10, at Mission Beach, at which the members will be allowed to distribute samples and novelties, or use any other means of advertising their businesses.

\* \* \*

## Los Angeles Club Attends Long Beach Meeting

Members of the Advertising Club of Los Angeles attended a recent meeting of the Advertising Club of Long Beach, Calif., at which J. Oliver Brison, president-elect of the Long Beach club, was installed.

\* \* \*

## Re-Elected by Providence Club

Jeanette Carroll was re-elected president of the Women's Advertising Club of Providence, R. I. Mae Whalen was elected vice-president and Maybelle Tollman, corresponding secretary.

## Church Advertising Departmental Report

In the annual report of the Church Advertising Departmental of the International Advertising Association, the Rev. Charles Stelzle, president of the departmental, declares that advertising men who make unwise claims for the value of advertising in promoting the church, are often responsible for some of the prejudice which exists among some clergymen against advertising campaigns.

The work of church advertising he reported, is being carried on by vice-presidents who have been appointed in each of the sixteen districts of the association, a national advisory council of 100 business men; a commission of 100 clergymen of various denominations, and through advertising clubs. Over 200 newspapers printed a questionnaire on religious beliefs that had been prepared by the commission of clergymen. The use of bulletins and posters of religious subjects was contributed by the Outdoor Advertising Association of America.

\* \* \*

## Elected President of Indianapolis Club

Sydney Sullivan, sales promotion director of L. S. Ayres & Company, has been elected president of the Advertising Club of Indianapolis. The new members of the board of directors are: Edward W. Hunter, secretary of the Indianapolis Chamber of Commerce; Frank Flanner, of Flanner & Buchanan, Inc., and H. P. Pagani, of the *Indiana Catholic and Record*. Maxwell Droke, the retiring president, automatically becomes a director.

\* \* \*

## J. B. Fraser, President, Hamilton Club

J. B. Fraser, of the Clark E. Locke Advertising Agency, has been elected president of the Advertising Club of Hamilton, Ont. The new vice-president is Kenneth G. Brown, of the Beech-Nut Company of Canada. Frank Seldon, of the Office Specialty Manufacturing Company is secretary-treasurer.

R. E. Clemens has been appointed chairman of the program committee. C. M. Elliott was made editor of "Advertiser," the club paper.

\* \* \*

## Baltimore Club Plans Trophy for Lindbergh

The Advertising Club of Baltimore has started a movement in organized advertising to present to Captain Charles A. Lindbergh a token. It is to be a trophy made of gold, silver and bronze, emblematic of his New York to Paris flight.

## Philadelphia Bureau Starts Coal Investigation

The Philadelphia Better Business Bureau has started a campaign against the short weighing evil of some coal dealers, resulting, to date, in five convictions and one agreement to make restitution.

In each case legal action was instituted by the party who purchased the coal, aided by the bureau which developed the facts.

The Philadelphia Coal Exchange is backing up the investigation and has made the following statement: "The Exchange is in hearty accord with the investigation conducted by the Better Business Bureau and will gladly place at the disposal of the Better Business Bureau such facilities as are available to it in furtherance of the investigation."

\* \* \*

## Financial Advertisers Plan Indianapolis Unit

Indianapolis members of the Financial Advertisers' Association met recently for the purpose of organizing a local organization. The organization was formed to be better able to carry out plans for the convention of the national association which is to be held at West Baden, Ind., from September 12 to 15. Preston E. Reed, executive secretary of the Financial Advertisers' Association, attended the meeting and outlined plans for the convention.

\* \* \*

## Seattle Club Elects C. E. Fisher

C. E. Fisher, secretary of the Gateway Printing Company, has been elected president of the Advertising Club of Seattle, Wash. Other officers elected are: Arthur Neitz, first vice-president; Jane Culley, second vice-president; Norwood Brockett, third vice-president; and R. W. Sprague, treasurer.

New directors are A. E. Holden, R. E. Morgan, Jack Hazard and Willis Brindley.

\* \* \*

## Choose Theme for Direct Mail Convention

The International Direct Mail Advertising Association has chosen "Selling Better Mail Selling for Less Cost," as the theme for the tenth convention to be held at Chicago, from October 19 to 21. Edward A. Collins, of the National Surety Company, is chairman of the program committee.

\* \* \*

## F. W. Hanson Heads Danbury, Conn. Club

The Danbury, Conn., Advertising Club has elected the following officers for the ensuing year: President, F. W. Hanson; vice-president, E. R. Barnard; and secretary-treasurer, Harold J. DePuy. C. J. Fisher was named chairman of the board of directors.

## Boston Legion Post Host to Financial Advertisers

The Crosscup-Fishon Advertising Post of the American Legion, Boston, was luncheon host to a group of financial advertisers at the Boston City Club recently. The principal speaker was Francis H. Sisson, vice-president of the Guaranty Trust Company of New York.

Mr. Sisson stressed the importance of advertising in the upbuilding of the prosperity of the country and the influence it is having on foreign countries. He said that we were no longer dealing with just the people in this country, but our foreign trade was demanding that we become familiar with other peoples and apply our ideas in advertising and selling to their needs.

The other guests of the post included Herrick Brown, Old Colony Trust Company; E. H. Kittredge, Hornblower and Weeks; R. Edwards Chambers, National Shawmut Bank; Ralph Hornblower; Charles F. Gettemy, Federal Reserve Bank; Governor Warren P. G. Harding of the Federal Reserve Bank; and Ralph Eastman of the State Street Trust Company.

\* \* \*

## Advertising Golf Champions to Battle for Honors

The champions of the Winter Golf League of Advertising Interests and the Summer Advertising Golf Association will contest for national golfing honors at the Summer Association's tournament to be held at Cooperstown, N. Y., from June 18 to 25.

George P. James, general passenger agent of the Atlantic Coast Lines, who won the championship of the Winter League tournament at St. Augustine, Fla., last January, will meet Clair Maxwell, advertising manager of *Life*, who is present champion of the Summer Association. The winner will be proclaimed the national golf champion of advertising interests.

There will be a president's contest between Rodney E. Boone, president of the Winter League, and H. van H. Proskey, president of the Summer Association. Also there will be other contests between past presidents of both organizations.

## Home Economics in Business Group to Meet

The program for the meeting of the Home Economics in Business Section of the American Home Economics Association to be held at Asheville, N. C., from June 21 to 23, includes the election of officers. Mary Reed Harrison is chairman and Leone Rutledge Carroll is acting chairman of the publicity committee; Aubyn Chinn is chairman of the standards committee and Marie Sellers of the placement committee who will present reports.

This group has as its members women who are engaged in promoting household economic work for advertisers and publishers.

# The Proof of

Old-fashioned palate-tickling recipes for everything from mock-turtle soup to strawberry mousse were received from SMART SET'S youthful audience in response to a small prize offer which appeared once on a left hand page in the front section of the magazine.

That these readers—1,638 of them—took the trouble to write and send in their favorite recipes proves conclusively that they possess a keen interest in their homes, in foods, in cooking.

At the same time, it is astonishing that the great preponderance of these recipes had their origin in past generations, even in foreign lands. Apparently, SMART

**SMART SET**

R. E. BERLIN, *Business Manager*

119 West 40th Street, New York

Chicago Adv. Office, 360 N. Michigan Ave.

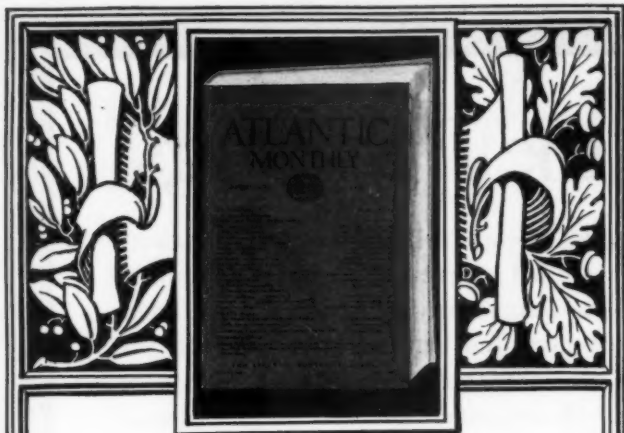
# the Puddings!

SET'S youthful audience, not heretofore habitual magazine-readers, have not had the opportunity to benefit by the more modern advertised conveniences and food preparations.

A new food market—buyers also of furniture, kitchen appliances and utensils, floor coverings, linens and labor saving devices—in short, they are buying everything to make themselves and their homes more interesting, more beautiful.

SMART SET, published "for the 4,000,000 not the 400," reaches this new buying market, the younger element, *buyers for the next 40 years.*





## 12 Points of Distinction in THE ATLANTIC MONTHLY

### EDITORIAL DOMINANCE:

**RIPLEY . . . CALKINS  
MARSHALL . SMITH**

An open letter to Gov. Alfred Smith of New York by Charles C. Marshall, prominent New York Attorney, published in *The ATLANTIC MONTHLY* for April, 1927:—

Circulation,  
May, 1927 Issue  
**OVER 180,000**

Rates based on  
110,000 (ABC)  
Rebate Backed—  
Guaranteed

Buy on a Rising  
Tide!

And Governor Smith's reply appearing in the May number become the subject of immediate national discussion—the greatest feature in magazine history.

Such is the perception of *The Atlantic's* editorial policy in determining subjects of nation wide and international interest.

Remember too, that the readers of these articles are also readers of *The Atlantic's* impressive advertising pages.

## THE ATLANTIC MONTHLY

*A Quality Group Magazine*

8 Arlington Street

Boston, Mass.



## JUNE MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES(Exclusive of publishers' own  
advertising)

## Standard Size

	Pages	Lines
Harper's Magazine .....	113	25,424
Atlantic Monthly .....	98	22,078
World's Work .....	93	21,902
Scribner's .....	84	18,828
Review of Reviews .....	81	18,298
Golden Book .....	52	11,760
American Mercury .....	43	9,803
The Forum .....	32	7,273
Munsey's .....	21	4,793
Street & Smith Comb. ....	16	3,639
Wide World .....	15	3,472
Everybody's .....	15	3,436
Bookman .....	15	3,362
Current History .....	14	3,136
Century .....	8	1,792
Blue Book .....	7	1,661

## Flat Size

	Pages	Lines
American .....	114	48,971
Cosmopolitan .....	89	38,407
Red Book .....	66	28,527
Photoplay .....	59	25,386
True Story .....	57	24,584
American Boy .....	31	21,640
Physical Culture .....	45	19,447
Dream World .....	38	16,403
True Romances .....	38	16,273
Better Homes & Gardens ..	35	15,833
Boys' Life .....	23	15,757
True Detective Mysteries ..	35	15,074
Motion Picture Magazine ..	33	14,253
Sunset .....	31	13,448
Smart Set .....	31	13,314
Elks Magazine .....	28	13,072
Shrine Magazine .....	30	13,033
Asia .....	28	12,220
Secrets .....	26	11,396
American Legion Monthly ..	24	10,453
Fawcett's .....	23	9,867
American Girl .....	18	7,840
The Open Road for Boys ..	15	6,497
Picture Play .....	15	6,495
St. Nicholas .....	13	5,577
Success Magazine .....	11	5,100
Film Fun .....	10	4,396

## WOMEN'S MAGAZINES

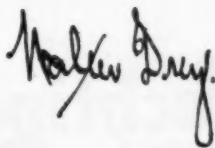
	Pages	Lines
Vogue (2 issues) .....	188	119,164
Ladies' Home Journal... ..	133	90,692
Harper's Bazar .....	106	71,715
Good Housekeeping ....	164	70,436
Woman's Home Comp... ..	77	52,692
McCall's .....	58	40,034
Pictorial Review .....	58	39,770

Value.

We believe  
that **FORBES**  
delivers four  
factors of  
value to ad-  
vertisers:

1. The individual reader, with his tremendous personal purchasing power: "A Leadership Sale."
2. The purchasing power of the Companies for which readers work and of which they are members of the Boards of Directors.
3. "Institutional strategy"—the power of **FORBES** to mold dynamic opinion; making an unusually powerful group institution conscious in addition to product conscious.
4. Financial force—reducing costs of financing, making it cheaper to buy money, and stabilizing security prices on the market.

*As an indication of the acceptance of the 4-fold value examine the advertising in our current issues.*


**FORBES**



**\$1,000 a foot**

A YACHT represents money. Just an average motor house boat, a 75-footer, will run to \$75,000. Figure maintenance, crew and supplies at a thousand or more a month. You will see several of them this summer. It's ten to one there's a copy of YACHTING aboard.

THE men who own the boats read YACHTING. It's their magazine, about their boats, their races and cruises; it is edited by yachtsmen. When you use it to advertise your cigarettes and beverages, your motors and apparel, real estate and pianos, you get the benefit of this leisurely, personal approach.

*Send for rate card and sample copy*

*(Member of A. B. C.)*

# Yachting

*"The Quality Magazine  
of the Boating Field."*

25 West 43rd St., New York City

	Pages	Lines
Delineator .....	54	37,030
Holland's .....	34	26,278
Modern Priscilla .....	26	17,935
Woman's World .....	18	12,573
People's Home Journal..	17	11,900
Farmer's Wife .....	14	9,958
Fashionable Dress .....	14	9,919
Junior Home Magazine..	13	9,402
Household Magazine ...	11	8,167
Child Life .....	18	8,008
Needlecraft .....	10	7,395
People's Popular Month.	10	7,245
Today's Housewife .....	6	4,355
Mess. of Sacred Heart	12	2,710

## GENERAL AND CLASS

	Pages	Lines
House & Garden .....	141	89,514
Town & Country (2 is.)..	131	88,399
Country Life .....	104	69,986
Vanity Fair .....	88	56,227
House Beautiful .....	82	52,199
Nation's Business (2 is.)	109	48,083
Arts & Decoration ....	69	46,494
Magazine of Business....	75	32,259
Field & Stream .....	70	30,316
Popular Mechanics .....	134	30,016
Garden & Home Builder	37	23,401
Popular Science Monthly	49	21,155
World Traveler .....	32	20,777
Outdoor Recreation ....	46	19,999
Outdoor Life .....	37	16,104
Theatre .....	24	15,484
International Studio ....	21	14,733
Normal Instructor .....	21	14,287
National Sportsman ....	33	14,248
Business .....	29	12,559
Radio News .....	26	11,648
Field Illustrated .....	16	11,107
Extension Magazine ....	14	10,235
Science & Invention ....	23	10,027
Scientific American ....	13	9,518
Popular Radio .....	21	9,366
Radio .....	20	9,082
Radio Broadcast .....	17	7,702
Forest & Stream .....	15	6,741
Association Men .....	14	6,244
The Rotarian .....	13	5,791

## CANADIAN MAGAZINES

	Pages	Lines
Maclean's (2 May is.)..	103	72,553
Can. Homes & Gar. (May)	82	52,334
West. Home Mo. (May)	58	42,300
Can. Home Jour. (May)	58	41,007
Rod & Gun in Canada..	42	17,075

## MAY WEEKLIES

	Pages	Lines
May 1-7		
Saturday Evening Post	153	104,556
Liberty .....	50	32,587
New Yorker .....	57	24,758
Literary Digest .....	49	22,606

# what do we know?

*Come on—Ask us another*

**H**ERE are seven questions we want you to ask us. In addition, you can throw in as many more of your own as you want. Acknowledging that it is customary to offer some sort of prize for the best answers, and that you who ask these questions should be rewarded in some handsome manner, we are at loss as to what to offer . . . . . Ah! An IDEA . . . . We'll have two cash prizes, one for you and one for us. For, assuming that we answer all your questions satisfactorily, you will want national newsstand distribution the Eastern Way, and then we shall both be financially rewarded.

Buzz for your stenographer and dictate a letter to us asking the questions suggested and as many more as you can think of. Come on, Ask us Another . . . . .

- 
- 
1. How close is your contact with your wholesalers?
  2. What do you know about their business?
  3. What do you know about their methods of distribution?
  4. What do you know about their methods of recovery?
  5. What do you know about their efforts to eliminate returns?
  6. How close are your wholesalers to their newsstand dealers?
  7. Are the publishers for whom you distribute satisfied with your service?
- 
- 

## Eastern Distributing Corporation

45 West 45th St.  
New York City



Telephone:  
Bryant 1444

	Pages	Lines		Pages	Lines
Forbes (Semi-Mo.) ...	41	18,837	Judge .....	5	2,228
Collier's .....	16	11,017	Youth's Companion ..	2	1,530
Life .....	20	8,706	Churchman .....	3	1,486
Time .....	20	8,665	New Republic .....	2	1,087
American Weekly ....	4	8,094	Argosy-All-Story .....	1	406
Christian Herald .....	6	4,703	<b>May 29-31</b> .....	Pages	Lines
Youth's Companion ..	6	4,539	Time .....	17	7,341
Outlook .....	8	3,670	American Weekly ....	1	3,539
Judge .....	6	2,986	<b>Totals for May</b> .....	Pages	Lines
The Nation .....	6	2,880	Saturday Evening Post	526	358,158
Argosy-All-Story .....	12	2,844	Liberty .....	178	115,197
Churchman .....	6	2,532	New Yorker .....	231	99,278
New Republic .....	3	1,305	Literary Digest .....	165	75,576
<b>May 8-14</b> .....	Pages	Lines	American Weekly ....	28	54,257
Saturday Evening Post	125	85,585	Collier's .....	72	49,298
Liberty .....	48	31,038	Time .....	96	40,700
New Yorker .....	59	25,418	Forbes (Semi-Mo.) ...	85	38,977
Literary Digest .....	38	17,314	Life .....	65	28,137
Collier's .....	20	14,134	Outlook .....	41	17,591
American Weekly ....	7	13,789	Christian Herald .....	19	13,336
Time .....	20	8,716	The Nation .....	26	11,227
New Republic .....	16	6,960	New Republic .....	24	10,874
Life .....	15	6,840	Youth's Companion ..	15	10,545
Christian Herald .....	6	4,600	Judge .....	23	10,273
Outlook .....	10	4,414	Churchman .....	20	8,421
Youth's Companion ...	3	2,331	Argosy-All-Story .....	21	4,742
The Nation .....	5	2,310	<b>RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS</b> .....	Pages	Lines
Judge .....	3	1,625	1. Vogue (2 issues)...	188	119,164
Churchman .....	3	1,529	2. Ladies' Home Journal	133	90,692
Argosy-All-Story .....	3	836	3. House & Garden....	141	89,514
<b>May 15-21</b> .....	Pages	Lines	4. Town & C'ntry (2 is.)	131	88,394
Saturday Evening Post	131	89,088	5. Maclean's (2 May is.)	103	72,553
New Yorker .....	61	26,532	6. Harper's Bazar .....	106	71,715
Liberty .....	38	24,688	7. Good Housekeeping..	164	70,436
Literary Digest .....	51	23,515	8. Country Life .....	104	69,986
Forbes (Semi-Mo.) ...	44	20,140	9. Vanity Fair .....	88	56,227
Collier's .....	19	13,558	10. Woman's Home Com.	77	52,692
American Weekly ....	6	12,182	11. Can. Ho. & Gar. (May)	82	52,334
Time .....	19	8,080	12. House Beautiful ....	82	52,199
Life .....	17	7,415	13. American .....	114	48,971
Outlook .....	9	3,860	14. Nation's Bus. (2 is.)	109	48,083
The Nation .....	8	3,465	15. Arts & Decoration...	69	46,494
Judge .....	8	3,434	16. West. Ho. Mo. (May)	58	42,300
Churchman .....	6	2,874	17. Can. Ho. Jour. (May)	58	41,007
Youth's Companion ...	3	2,145	18. McCall's .....	58	40,034
Christian Herald .....	2	1,658	19. Pictorial Review ...	58	39,770
New Republic .....	3	1,522	20. Cosmopolitan .....	89	38,407
Argosy-All-Story .....	2	656	21. Delineator .....	54	37,030
<b>May 22-28</b> .....	Pages	Lines	22. Magazine of Business	75	32,259
Saturday Evening Post	116	78,929	23. Field & Stream ....	70	30,316
Liberty .....	41	26,884	24. Popular Mechanics..	134	30,016
New Yorker .....	52	22,570	25. Red Book .....	66	28,527
American Weekly ....	8	16,653			
Literary Digest .....	26	12,141			
Collier's .....	15	10,589			
Time .....	18	7,898			
Outlook .....	13	5,647			
Life .....	12	5,176			
The Nation .....	6	2,572			
Christian Herald .....	3	2,375			

In the PRINTERS' INK Four-Year Record of Advertising for May, 1927, the lineage for Photoplay was erroneously given as 33,396. This was a typographical error, the correct figure being 23,396.

# —and the Financial Department

# ?

*What is a "Sound Investment"?—What is All Right at 25 May Be All Wrong at 50—How Your Bank Can Help You—Keep Your Overhead Down—Don't Spend All You Make—Speculation, The Royal Road to Ruin.*

This financial service for the reader vitalizes our columns for the advertiser. We tell 'em—you sell 'em.

*["The High Cost of Borrowing"—in the July issue.]*

# S U C C E S S M A G A Z I N E

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GRAYBAR BUILDING, NEW YORK CITY

# FOUR-YEAR RECORD OF JUNE ADVERTISING

## GENERAL MAGAZINES

	1927 Lines	1926 Lines	1925 Lines	1924 Lines	Totals Lines
Maclean's (2 May issues).....	72,553	61,078	68,716	59,780	262,127
American .....	48,971	46,491	45,188	47,860	188,510
Cosmopolitan .....	†38,407	†35,711	†37,022	31,522	142,662
Red Book .....	28,527	32,781	30,035	31,035	122,378
Harper's Magazine .....	25,424	23,828	19,256	24,752	93,260
Photoplay .....	25,386	21,317	22,104	22,022	90,829
Physical Culture .....	19,447	21,722	23,629	24,818	89,616
World's Work .....	21,902	20,839	18,815	21,728	83,284
Atlantic Monthly .....	22,078	19,775	17,416	21,469	80,738
Review of Reviews .....	18,298	20,777	17,696	22,823	79,594
American Boy .....	*21,640	*20,652	*15,130	20,915	78,337
Scribner's .....	18,828	18,033	13,929	20,540	71,330
Boys' Life .....	15,757	17,926	14,695	13,576	61,954
Motion Picture Magazine ....	14,253	15,395	15,569	15,315	60,532
Sunset .....	13,448	14,491	15,355	16,087	59,381
Better Homes & Gardens ....	15,833	13,821	11,320	6,301	47,275
Success Magazine .....	5,100	7,886	10,433	10,491	33,910
Munsey's .....	4,793	4,788	5,236	4,676	19,493
St. Nicholas .....	*5,577	*3,863	5,040	5,824	22,304
Century .....	1,792	3,360	6,656	10,136	21,944
Everybody's .....	3,436	4,756	5,065	6,902	20,159

\* New size. 441,450 431,290 418,305 438,572 1,729,617  
 † Hearst's International combined with Cosmopolitan.

## WOMEN'S MAGAZINES

Vogue (2 issues) .....	119,164	107,922	99,546	88,075	414,707
Ladies' Home Journal .....	90,692	90,363	84,966	85,706	351,727
Good Housekeeping .....	70,436	73,547	69,792	65,343	279,118
Harper's Bazar .....	71,715	65,597	58,527	55,279	251,118
Woman's Home Companion...	52,692	56,677	54,527	50,368	214,264
Pictorial Review .....	*39,770	*35,974	*36,136	50,344	162,224
McCall's .....	40,034	36,897	27,408	33,097	137,436
Delineator .....	†37,030	28,088	33,908	28,053	127,079
Modern Priscilla .....	17,935	19,472	15,300	16,754	69,461
Woman's World .....	12,573	12,906	14,201	12,077	51,757
People's Home Journal .....	11,900	11,656	12,050	11,260	46,866
Needlecraft .....	7,395	7,424	6,652	8,458	29,929
People's Popular Monthly.....	*7,245	*7,797	6,436	6,579	28,057

\* New size. 578,581 554,320 519,449 511,393 2,163,743  
 † Designer combined with Delineator.

## CLASS MAGAZINES

House & Garden .....	89,514	103,661	80,660	77,110	350,945
Town & Country (2 issues)...	†88,399	†86,276	†88,065	74,141	336,881
Country Life .....	69,986	77,004	65,720	49,380	262,090
Vanity Fair .....	56,227	66,573	47,350	47,749	217,899
House Beautiful .....	†52,199	†55,628	†42,492	28,894	179,213
Field & Stream .....	30,316	32,876	30,695	33,993	127,880
Arts & Decoration .....	46,494	33,180	25,746	20,496	125,916
Nation's Business .....	*48,083	29,724	24,297	22,875	124,979
Popular Mechanics .....	30,016	30,340	28,448	33,068	121,872
†Magazine of Business.....	32,259	29,329	26,109	31,568	119,265
Popular Science Monthly.....	21,155	20,422	22,053	27,253	90,883
Outdoor Recreation .....	19,999	19,019	19,061	25,777	83,856
Garden & Home Builder.....	23,401	27,499	19,520	9,277	79,697
Outdoor Life .....	16,104	16,667	17,328	18,878	68,977
Scientific American .....	9,518	15,969	15,906	16,023	57,416
Theatre .....	15,484	11,368	13,772	15,767	56,391
International Studio .....	14,733	13,952	12,054	13,642	54,381
National Sportman .....	14,248	10,729	11,827	14,632	51,436
Science & Invention .....	10,027	9,978	10,212	17,975	48,192
Forest & Stream .....	6,741	8,279	5,841	11,095	31,956

‡ Changed to four-column page. 694,903 698,473 607,156 589,593 2,590,125

\* Includes advertising in Extra Edition dated May 20, 1927.

† Formerly System.

## WEEKLIES (4 May Issues)

Saturday Evening Post.....	358,158	†443,934	†437,072	†405,179	1,644,343
Literary Digest .....	75,576	†90,607	†81,199	†81,602	328,984
Collier's .....	49,298	†62,914	†55,030	†40,645	207,887
American Weekly .....	†54,257	†36,231	†41,457	61,831	193,776
Forbes (2 issues).....	38,977	†55,522	†30,080	†30,389	154,968
Life .....	28,137	26,362	21,621	†25,367	101,487
Outlook .....	17,591	22,037	22,743	24,771	87,142
Christian Herald .....	13,336	†21,808	†22,243	†16,949	74,336

‡ 5 issues. 635,330 759,415 711,445 686,733 2,792,923

Grand Totals ..... 2,350,264 2,443,498 2,256,355 2,226,291 9,276,408

Totals  
Lines  
262,127  
188,510  
142,662  
122,378  
93,260  
90,829  
89,616  
83,284  
80,738  
79,594  
78,337  
71,330  
61,954  
60,532  
59,381  
47,275  
33,910  
19,493  
22,304  
21,944  
20,159  
29,617

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1,118  
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8,883  
8,856  
6,697  
9,977  
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3,391  
4,381  
4,436  
4,192  
9,956

125

343  
984  
887  
776  
968  
487  
142  
336

123

108

*T*HE number of advertising pages in The New Yorker in May was the second greatest among all magazines listed in the Printers' Ink Summaries, of May weeklies and June monthlies.

Second for the first five months of 1927, too.

*The*  
**NEW YORKER**

25 West 45th Street, New York

# The Little Schoolmaster's Classroom

PAPERS laid out upon an open desk have a tantalizing way of catching the eye. On several occasions the Schoolmaster has found himself unconsciously gazing upon copy and art work on the desks of his agency friends, later coming to a realization of his act with a guilty feeling.

This curiosity of visitors is being put to work by the American Southern Trust Company, Little Rock, Ark. One of its recent advertisements is in the question and answer form. Twelve questions are asked regarding insurance and insurance trusts. Answers may be had by applying for a copy of a booklet which ties up with the newspaper advertisement.

The advertisement has stimulated a number of inquiries and, to get the active support of its executives and to make the most of the advertisement, the company has slipped a copy under the glass top of its officers' desks. Here the wandering eyes of visitors are invited to focus themselves upon the advertisement which is so placed as to be easily read by those who sit there for consultation. The company has found this arrangement a subtle approach for turning conversation to the subject of life insurance trusts.

\* \* \*

A "Chamber of Horrors" has been established in one of the larger department stores. It is a room in which is displayed merchandise found on sale in the various departments which does not reflect the store's customary standards. This ingenious idea, and its working out, should prove of value to every retailer or manufacturer compelled to carry a large assortment of goods.

Realizing that times change and that buyers sometimes make mistakes, the executives of this store suspected an impartial survey of their store would reveal a number of articles not quite appropriate. They were not prepared, how-

ever, for the deluge which resulted.

They started by dismissing the idea of professional talent for this purpose, and chose five young society girls, known for their taste and style. After preliminary schooling, these young ladies were turned loose in the store and instructed to buy whatever they thought was "horrible."

Each article was to be wrapped, taken from the store and later returned to the directors' room, unwrapped and with a card attached explaining the reasons for each selection and its inappropriateness.

When the room was full, the executives were called to view the exhibition. After the first shock, the humor of the situation struck them and it was some time before the more serious side could be discussed. The young ladies were not backward in stating the reasons for their selections, resulting in the management receiving a liberal education in the public's attitude toward its stock. So successful was the first exhibition, that three more were held, taking in all departments of the store.

Finally, all the articles were grouped and placed in one room where the buyers and department heads could see them, and a general talk was given, stressing the lessons which had been learned by the survey and interpreting these to the whole organization.

The Schoolmaster believes many businesses might benefit by seeking an opinion from an unprejudiced, outside viewpoint, because no matter how alive an organization may be, there are always certain ruts and prejudices into which it steps.

It is the custom of many firms, especially in the printing trades, to keep a "morgue" of their past achievements. This gives new employees a chance to learn what the company can do and has done as well as to acquaint them with its policies.





1400 Lake Shore Drive, Chicago

Elmer A. Claar &amp; Co., Agents

Hooper &amp; Janusch, Architects

**T**HE growing activity in construction of co-operative apartment buildings makes this field especially attractive. Elmer A. Claar took an active part in planning and selecting materials and equipment for the above building. You can sell these important executives through their business paper, **BUILDINGS AND BUILDING MANAGEMENT**. The July 4th issue will report the convention of the National Association of Building Owners and Managers. Start your campaign in that number.



PORTER-LANGTRY CO., Publishers

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.

A  
REAL JOB  
IS WAITING FOR  
A THOROUGHLY  
COMPETENT

# Copy Man



**A** POSITION that will be just as big as the man has the ability to make it, with everything in his favor.

A position of permanence, of responsibility, of interest in every way.

With a New York agency that keeps growing year by year.

Any ability in layout work, typography, art, etc., would be useful. But the essentials are ability to think well and to write well.

*Every member of our organization knows of this advertisement. Replies will be held in full confidence.*

ADDRESS "O," BOX 196  
PRINTERS' INK

The "Chamber of Horrors" is another angle of this same idea, and would serve to illustrate clearer than words what are the aims of a concern and what are not.

\* \* \*

During the course of an extensive investigation among retailers, the traveling sales manager for a clothing manufacturer uncovered several facts about his company's merchandise which proved helpful. As a by-product of his trip he picked up an idea which he later turned to great advantage. Many of the merchants visited advised that they were up against a credit problem which worried them.

Numbers of their charge customers, with accounts long past due, were buying for cash from nearby competitors. The sales manager promised to give the matter thought and try to help them. He asked himself: "Why would I, if I owed the Busy Bee money for a suit of clothes, go across the street if I wanted a new derby hat?" He came to certain definite conclusions about how the situation could best be handled and then composed the following letter which he sent to each of the merchants who had asked for help, with the suggestion that it be sent to all their past due accounts:

Dear Sir:

The fact that you owe us an account that you do not feel able to pay at this time is no reason why you should deny yourself the advantage of trading with us. We will be very glad to see you and will appreciate a portion of your present cash trading.

As you know, we sell at reasonable prices and the money you can save in purchases here will enable you to make payments on your account. Our goods, prices and store service met with your approval while you were buying on credit. If we have been willing to carry the account and if we have confidence in you, don't you feel that we are entitled to your business? Doesn't this appeal to your sense of fairness?

Don't let there be any "queer feelings" about coming in our store. We understand how miscalculations can come about and are not bounding you to pay. All we want is that you keep your indebtedness to us in mind—pay us the cash you are spending elsewhere—for, when you come to look at it fairly, this is only an exchange of courtesy.

We have a number of good friends who have owed us for long periods and have systematically cleaned up their bills. They are trading with us right

# Just Out



**What It Pays Advertising Agents, Sales Executives, and Advertisers to Know About Using Radio in Sales Promotion.**

HERE is a book that gives you the "How and Why" of up-to-the-minute practice in commercial radio broadcasting. It is the first book to cover this new field. The subject is discussed from every possible angle, from a consideration of who should use the radio medium, estimating a radio feature's audience, and what the qualities of successful good-will programs are, to the relation of broadcasting to advertising and publicity, the changing structure of commercial broadcasting, and forecasting the future of the new medium.

## USING RADIO IN SALES PROMOTION

By Edgar H. Felix

Broadcasting and Merchandising Consultant  
Contributing Editor, Radio Broadcast, Member, Institute of Radio Engineers  
386 Pages, 6x9, 43 Illustrations—\$5.00 net, postpaid

THE author shows that no advertising manager or sales-promotion expert can afford to disregard radio broadcasting; that he must be prepared to decide whether or not his product lends itself to successful use of the radio medium and, if it does so, how that medium may be used effectively to achieve the desired good-will.

### Discusses the Tie-up Between Broadcasting and Advertising

An often neglected phase covered by this new book is how the commercial broadcasting effort should be tied up with other sales and advertising work, such as newspaper advertising, direct-mail literature and window displays.

#### Some of Chapter Headings

- |  |   |
|--|---|
| I. Logical Users of the Radio Medium.            | VII. The Voice in Broadcasting.         |
| II. Estimating a Feature's Audience.             | VIII. Formulating the Program Policy.   |
| III. Qualities of Successful Good-will Programs. | IX. Preparing the Script.               |
| IV. Selecting a Commercial Broadcasting Feature. | X. Directing the Broadcasting Effort.   |
| V. What the Radio Audience Wants.                | XI. Opening and Closing Announcements.  |
| VI. Instrumental Musical Features.               | XII. Gauging the Value of Broadcasting. |

### Examine the Book for 10 Days FREE

Send for this new book for 10 days' free examination. This does not place you under any obligation to purchase. You merely agree to return the book, postage prepaid, in 10 days, or to send us \$5 as payment in full at that time. Mail the coupon NOW!

#### McGraw-Hill Free Examination Coupon

McGraw-Hill Book Co., Inc., 370 Seventh Ave., New York, N. Y.

You may send me for 10 days' free examination Felix's USING RADIO IN SALES PROMOTION, \$5 net, postpaid. I agree to remit for the book or to return it, postage prepaid, within 10 days of receipt.

Name.....

Address.....

Position.....

Company..... 6-9-27 P. I.

## WANTED

**Sales Executive for Eastern Division Nationally Advertised Food Specialty**

We are seeking a man who has knowledge of the grocery trade and is able to plan and direct sales effort in this field. He should be young, energetic, and able to work with men and analyze sales figures.

The man we want is probably now earning about \$7,500 a year.

Please make application in writing only to "H," Box 195, care Printers' Ink, stating fully your experience and qualifications.

## FOREIGN EXECUTIVE

Prominent manufacturer with world-wide distribution, including foreign manufacturing units, requires several men for immediate and prospective openings as Managers and Assistant Managers of branches in South America, Europe, the Far East and Oceania.

Actual experience in executive capacity in foreign branch, preferably of American manufacturer, absolutely necessary. Qualifications must include all-around executive ability, grounding in branch office organization procedure, and natural sales instinct.

Our personnel knows of this advertisement.

Address "N," Box 194, care of Printers' Ink.

along and are getting the same treatment as all our customers and feel right at home.

Please throw aside any mistaken idea you may have as to how we feel toward you. Help yourself and help us by trading here.

Cheerfully yours,

So successful did this letter prove in solving an annoying credit problem for a few merchants that it was later sent to the whole list with an explanatory letter. It turned out to be one of the best "dealer helps" the company had ever used, mainly, the Schoolmaster believes, because it was created to meet an actual condition and a specific problem.

\* \* \*

The Schoolmaster is going to spend ninety-eight cents. The reason for this contemplated expenditure is an advertisement for Lacq, made by The Glidden Company.

Outwardly this advertisement is another sample offer but it has in it something that the usual sample offer, particularly for paints, does not have. The company not only sends the prospect a sample can of paint but also something on which the prospect can use the sample.

The main illustration shows a woman painting a wall rack and beside this illustration are three pictures showing the wall rack in use. The headline reads,

This beautiful wall rack is yours together with a half-pint of Lacq and "Garden of Color" book all for 98 cents.

As the headline states, the company offers an unfinished wall rack, of pleasing design, an advertising booklet and a can of paint to any prospect who is interested.

This offer goes one step—a quite important step, too—beyond the usual sample offer and for that reason has an unusual appeal. No longer need the prospect say, "What'll I do with the paint when I get it? There isn't enough to paint a chair and what else have I that needs painting?" This advertisement appears in a woman's magazine and the Schoolmaster is pretty sure that the shrewd use of the bargain appeal combined with the offer of a handy piece of furniture will appeal to a great

## "Economics of Hardware Wholesaling"



Theodore N. Beckman, Ph. D.  
Ohio State University

Doctor Beckman only recently concluded a six years' investigation of marketing and wholesale channels of distribution. His 600-page book "Wholesaling" is being used in several universities. He is an authority on collections and credits and marketing.

**T**HEODORE N. BECKMAN, Ph.D., of Ohio State University, has accepted the commission to write a treatise on the "Economics of Hardware Wholesaling" to be used in the educational advertising campaign being sponsored by the

### MISSOURI RIVER VALLEY HARDWARE WHOLESALERS

Hardware wholesalers of this territory, traveling about 550 men and doing an annual volume running over 90 million dollars, are advertising to show retailers that jobber service permits them to turn their capital quickly and to maintain complete stocks with an investment proportional to their volume.

Hardware retailers will be reached through full page copy in the Implement & Hardware Trade Journal, and also through hardware traveling salesmen who will be sent monthly bulletins dealing with the economic phase of distribution through jobbers.

### IMPLEMENT & HARDWARE TRADE JOURNAL Kansas City, Missouri

Member of A. B. C. and A. B. P.

Note—"Economics of Hardware Wholesaling" will be ready for distribution about August 1. A copy will be sent free to anyone interested in the manufacture or sale of hardware.

## Sawmills that cut 84% of the lumber produced in U.S.

Concentrate your advertising in the *one* paper that covers the worth-while mills in all lumber producing sections—mills that cut 84% of the lumber sawn in the U. S.

Write for our 84% circular.

### American Lumberman

Est. 1873 CHICAGO A. B. C.

## If you use Direct-Mail—

You'll find POSTAGE—devoted to Advertising and Selling by Letters, Folders, Booklets, etc.—a good investment. Clip the heading of this ad, pin it to your letter-head and receive POSTAGE for 6 months. Bill for \$1 will follow. Every issue contains Direct-Mail Ideas you can use.

POSTAGE MAGAZINE

18 East 18th St. New York, N. Y.

## Photostats

of any subject —  
By Photographers

Fast Messenger Service

### PACH BROS.

28 West 44th Street, New York, N. Y.



## Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers — National, State and Local — Individuals, Professions, Business Concerns.

99% GUARANTEED 5¢ each by refund of

ROSS-Goula Co. 344 N. 10th St. St. Louis

## Binders for Printers' Ink

\$1.00 Each. Postpaid

PRINTERS' INK binders will hold an average of nine copies each. Figure six binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

PRINTERS' INK PUBLISHING COMPANY  
185 Madison Avenue, New York

many women who might not be won over by the offer of a can of paint and the booklet alone.

Yes, the Schoolmaster is going to spend ninety-eight cents. There ought to be some place for that wall rack in his house.

\* \* \*

"I have observed a number of advertising campaigns," remarked a friend of the Schoolmaster, "in which an apparently vital point was overlooked because of someone's failure to put himself in the place of that well-known individual, Mr. Average Consumer. I have in mind a case of this sort which just occurred to me recently. I had purchased a new automobile and arranged to have it equipped with a nationally advertised shock absorber. A few days after this shock absorber was installed, I noticed that the company which made it had embarked on an exceedingly large advertising campaign featuring its new and improved model. Naturally, I was anxious to learn whether the shock absorber that had been installed on my car was this new model and I examined it carefully for any identifying symbol. So far as I could see, however, the shock absorbers installed on my car appeared exactly the same as those which the company had been making for a number of years.

"I wrote the advertising manager and asked him how I could determine whether the latest model had been installed on my car. The reply I got was to the effect that the only way this could be ascertained was by taking off the cover and noting certain differences in the internal mechanism.

"Now I would imagine that when an advertiser brings out a new model which is supposed to be somewhat of a radical improvement and moreover, when he advertises this new model on a huge scale, it is highly essential that the new model be so marked that a would-be purchaser would have no

## "GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

difficulty in telling the difference between the old and the new models. As it is, I have not yet crawled under my car and taken off the cover to see whether my snubbers are the latest model and until I do, I am going to have a rather firm conviction that this company's regular dealer palmed off on me an old model which he happened to have in stock."

### T. T. O'Brien, Sales Manager, Duplex Truck

Thomas T. O'Brien, formerly with the Reo Motor Car Company, Lansing, Mich., has been made general sales manager of the Duplex Truck Company, also of Lansing. At one time he was assistant sales manager of the Olds Motor Works.

### Stronghart Company Appoints George J. Kirkgasser

The Stronghart Company, Chicago, manufacturer of home savings banks, has appointed George J. Kirkgasser & Company, Chicago advertising agency, to direct its advertising. Plans for a newspaper campaign have been approved.

## Market Analyst

Now directing Sales Research Department for big corporation and doing merchandising promotional work, seeks wider opportunity.

Would like to associate himself in similar capacity with large manufacturer, advertising agency, publisher or trade association or as assistant sales manager with market analysis under his direction. Has background of advertising agency experience in copy, new business research, contact and merchandising counsel.

A digger for facts, balanced judgment in analysis, the ability to interpret facts and figures and present them intelligently, a capable executive and a hard worker are qualifications he presents for consideration by higher executives seeking more accurate measurement of markets and improved merchandising. A high grade man available at moderate salary if real opportunity exists. Prefer automotive field.

Address "Q," Box 197, Printers' Ink

## If—

any independent advertising concern can put us in touch with an occasional printing job or an account, we will be glad to pay a regular commission. High-grade direct mail booklet and catalogue work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn Station. Address "J.," Box 39, Printers' Ink.

## FACTORY OUTPUT OFFERED

### NEW ARTICLE TO DOMINATE FIELD OF 400,000,000 ANNUAL RETAIL SALES

Last year's aggregate national consumption of all makes of a certain article retailing at less than one dollar is estimated to have exceeded four hundred million individual retail sales. The article in question is worn by eight men of every ten in this country. Incidentally, it is worn out quickly and invariably replaced.

A revolutionary improvement on this article has been invented, patented and trade-marked and thoroughly tried out in the New York City market. It has been definitely demonstrated that the public will buy this article on sight at a price advance of 50 to 100% over its predecessors. Once worn it is afterward demanded.

Notwithstanding receipt during the past year of *hundreds* of applications from all over the world for distributing rights on this article, its manufacturers are now, for the first time, ready to step up quantity production sufficient to warrant national distribution.

Contact is desired with an organization qualified to handle a big distributing proposition in a big way. Qualifying requisites include experience in selling to jobbers; an aptitude for advertising—plus an appropriation of not less than \$100,000 for the first year—and a willingness to plow back into the business, as it grows, an increasing, periodical appropriation for publicity.

An exceedingly attractive proposition will be made to the right kind of men or man, as the spread between cost of production and consumer price is large and allows profits without precedent alike for Distributor, Jobber and Retailer.

Interviews will be arranged first with those who extend us the courtesy of indicating something of their fitness or facilities for handling this proposition.

Address NATIONAL DISTRIBUTION care Printers' Ink

This advertisement is written by the manufacturer, who has no advertising agency affiliations whatsoever



## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

#### PRINTERS and BOOKBINDERS

Two Revolution Presses, Drum Cylinder Presses, Power Paper Cutters, Lever Paper Cutters, Colts and Universal Presses, Chandler & Price Presses, Golding Jobbers, New Style Gordon Presses, C & P Presses with Miller Feeder, Multi-Color Presses, Folders, Punches, Perforators, Wire Stitchers, Numbering Machines, Standing Presses, Embossera, Shears, Proof Presses.

At greatly reduced prices and upon most liberal terms.

AMERICAN TYPE FOUNDERS CO.  
Ninety-six Beekman Street  
New York City

**TRADE PAPER WANTED**—Will buy outright some small trade paper or a substantial interest in a larger trade paper. No brokers. Address E. C. Moore, 17 Battery Place, New York.

#### FOR SALE

Mail Order Business, BUYER should know direct mail, must come West. Can build Agency in connection. \$4,000 handles. Box 930, Printers' Ink.

#### NEW YORK PREFERRED

Competent editor with capital, experienced in trade, class and news field, wants connection. Opportunity for progressive publisher seeking expansion. Box 939, P. I.

#### STITCHERS FOR SALE

National Size 4—series—No. 863—used 4 months—takes up to  $\frac{3}{4}$  inch—made by Gitzendanner-Miller. Make offer.

Perfection No. 2—made by J. L. Morrison Co.—take up to  $\frac{3}{4}$  inch—No. 1055. Make offer. Address Box 945, P. I.

**TO OUT-OF-TOWN CONCERNS:** You can secure all the Advantages of a New York Address, including the Services of Established, Fully Furnished and Equipped Offices, where your Interests, Enquiries, Callers, Literature, Mail, or Samples will be intelligently and properly handled, for a Nominal Annual Charge. Address (By Letter Only) Suite 1004, at 1841 Broadway (Columbus Circle), New York City.

#### HELP WANTED

##### DO YOU KNOW ADVERTISING? Have You Connections?

The opening is exceptional. Well-known Artist with large national accounts will consider you. If you know selling, no limit to earning. Give experiences. Box 936, Printers' Ink.

Only monthly farm magazine published in prosperous Wisconsin desires advertising representative in New York and West Coast territories. The Agricultor, Milwaukee, Wis.

#### CORRESPONDENT WANTED

Manufacturer wants good correspondent (male or female) to follow up salesmen, prepare copy, etc. State particulars and salary; confidential. Box 935, P. I.

Advertising salesman to take complete charge of Eastern territory for publisher of established magazines. Desire one with personality plus aggressiveness. Some experience necessary, but not determining factor. A short resumé of your experience with salary desired is requested and such information will be kept strictly confidential. Opportunity is here and producer will be more than satisfied with the connection. Box 931, Printers' Ink.

## Assistant Correspondent Wanted

Concern selling direct by mail through national advertising wants man to assist with customers' correspondence. High grade rupture appliance man, experienced handling correspondence with direct selling agents would work in nicely, but this experience is not essential. Only reliable person with record for stability need answer this ad.

State age, salary wanted, racial extraction and record of recent employment.

This is a live place for a live man or maybe a woman.

Address "T," Box 198, Printers' Ink.



**EXPORT ADVERTISING**—Manufacturer advertising in all important countries requires well-qualified advertising man with knowledge of one or more languages and an inborn faculty of clearly expressing the sales features of different products offered to peoples in all walks of life.

Write briefly, detailing what actual experience you have had in export advertising and foreign sales promotion.

Salary adequate. Box 932, P. I.

#### POSITIONS WANTED

##### EDITOR

Experienced trade paper and weekly newspaper editor with advertising training. College man under 30. Start at \$35. Box 941, Printers' Ink.

**PRODUCTION MAN (Assistant)**, age 26, thorough knowledge all phases of production. Six years' advertising agency experience; at present employed. Salary secondary to opportunity. Box 934, P. I.

#### ADV. WRITER

10 years copy chief New York agencies, newspaper promotion manager, and magazine space seller. Box 944, P. I.

#### VIZUALIZER

for national advertising agency will plan campaigns and make convincing layouts on a free-lance basis. Box 943, P. I.

#### PERSONNEL EXECUTIVE

Young woman, 26, six years' experience, college education, capable manager, desires connection with advertising agency or commercial concern. Salary \$3000. Box 933, Printers' Ink.

#### SPACE SALESMAN

Broadly trained in one of America's great publishing houses, experience covers selling space, wide familiarity with executive, administrative and financial aspects, with practical knowledge of advertising and merchandising. Salary secondary to opportunity. Box 942, Printers' Ink.

#### EXPERIENCED COPY WRITER, CONTACT MAN AND MERCHANDISING EXPERT

Excellent record in AAAA agency. Trade booklets and merchandising articles a specialty. Will consider only good offers where work is hard and reward is high. Box 940, Printers' Ink.

#### PROMOTION EXECUTIVE AVAILABLE

A highly successful promotion and publicity specialist and executive, with wide commercial and civic experience, a competent organizer, handler of men, author and public speaker and recently an outstanding advertising and educational motion picture producer and distributor in his own company, has sold his interest therein and now seeks permanent employment in a substantial concern. Cultured, Christian, 43 years old, in vigorous health. College degrees, A.B., A.M., LL.B. Box 937, Printers' Ink.

#### TRADE ASSOCIATION MANAGER

A Trade Association Manager of unusual experience is in a position to make an attractive proposal to an industry, whether organized or not, that is not reaping the full benefits of co-operative effort as it is applied in modern business. Box 938, Printers' Ink.

#### ADVERTISING-SALES EXECUTIVE

with 15 years' experience as Adv. Mgr. and Agency Executive—covering sales, copy, merchandising, sales promotion, national and direct-mail campaigns—can be available to Mfr. or Agency in Middle West about June 30. Age 38; salary \$75. Address, "BURNS," 2306 North Lawndale Ave., CHICAGO.

### Binders for PRINTERS' INK Publications

**B**INDERS for the PRINTERS' INK Publications will keep your copies neat and convenient and preserve the sales and marketing information that appears in every issue.

We furnish them at cost plus a small amount for postage. The WEEKLY binders are \$1.00 each, postpaid (figure six binders for a year's copies). The MONTHLY binders are \$1.25, postpaid (figure two binders for a year's copies).

### Bound Volumes

We also bind PRINTERS' INK and PRINTERS' INK MONTHLY in black buckram, stamped in gold. The WEEKLY is bound in four volumes and costs \$2.00 a volume, postpaid, or \$8.00 for the year's set. The MONTHLY is bound in two volumes and costs \$3.00 a volume, postpaid, or \$6.00 for the year.

The Printers' Ink Publications  
185 Madison Avenue  
New York, N. Y.

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## Home, Jimes

MORE and more in this office we are coming to view with alarm the kind of advertising which says, "For those who feel entitled to life's better things" and is addressed to those precious homes "Where two cars are not too many." That kind of snobbishness makes us a little restive with the American experiment—and with ourselves. Having reference, if we may, to the profession.

There is a kind of intelligence which can talk to either millionaires or their minions without bending forward or backward. Standing level, this intelligence is apt to see level. It can talk about a silk hat or a candy bar without losing its perspective. As a matter of course it knows how to produce with words and line and color any desired effect from unwarranted fear to the noblest social aspirations, but it doesn't instinctively seek out the lowest emotions in the human scale and pander to them.

We aren't asking for an advertising morality. Heaven forfend. But we would like a little more sense of humor.

*The JOHN H. DUNHAM Company*  
*Advertising*

TRIBUNE TOWER  
CHICAGO

# More Chicago families have Tribunes than have telephones

## **Tribune Circulation**

*(City of Chicago only)*

**458,473**

Week days

**586,472**

Sundays

*(Six months' average not paid)*

## **Residential Telephones**

**471,027**

## **Automobiles**

**317,433**

In the residential districts "above average" The Sunday Tribune has 90% coverage of the 225,000 families. In the "average" districts, The Tribune has 78% coverage of the 224,000 families. In the "below average" districts, The Tribune has 60% coverage.

In city and suburbs alone, The Sunday Tribune is bought by 750,000 families.

The Tribune's city and suburban circulation on week days is greater than the *total* week day circulation of any other Chicago paper.

# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation: 765,519 Daily; 1,171,360 Sunday